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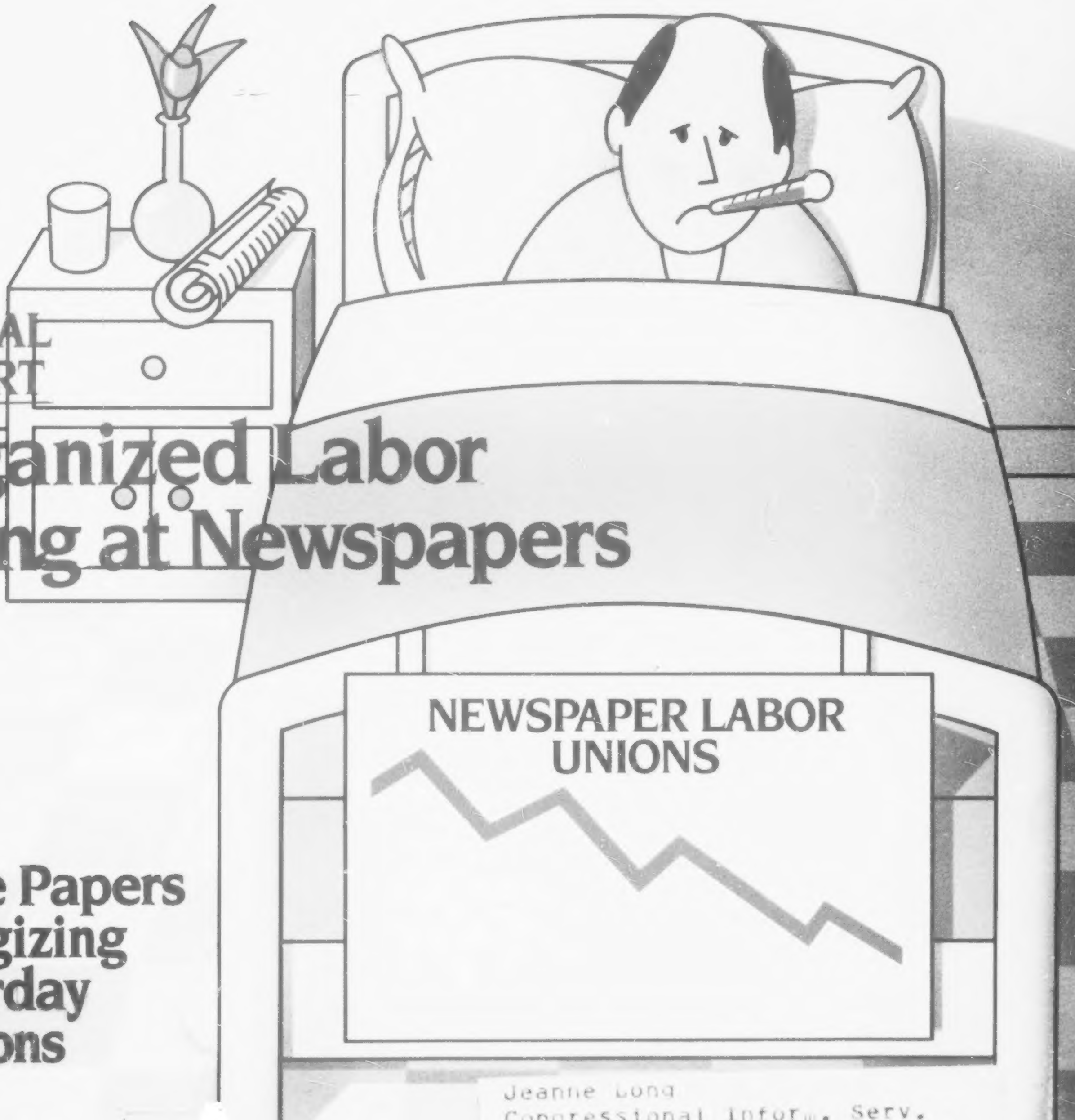
The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

Organized Labor Ailing at Newspapers



Some Papers Energizing Saturday Editions

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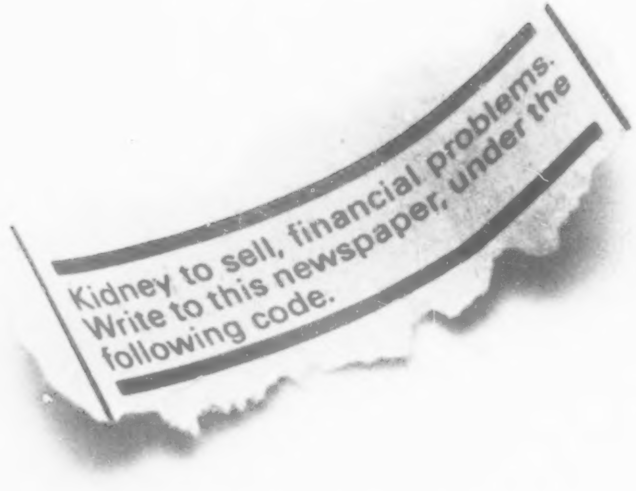

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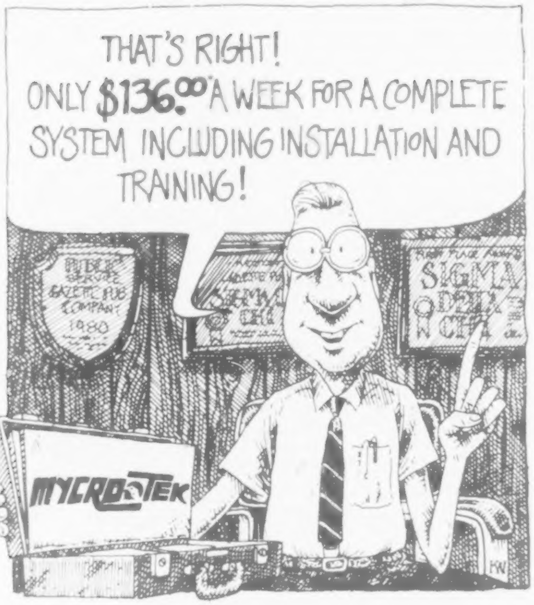
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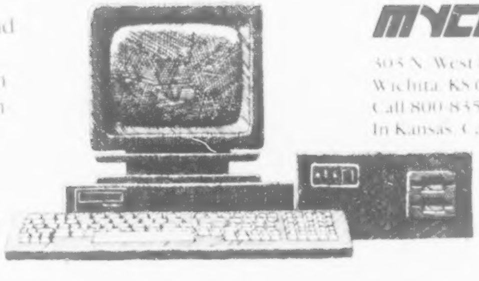

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CHAIRMAN'S CORNER

Newspaper execs shouldn't miss ANPA's two big annual meetings

I hope you are making plans for you and several of your associates to participate this year in ANPA's two most important meetings of the year: our Convention in San Francisco and our Operations Management Conference & Exposition in Atlanta. You have the Convention registration forms in hand already; the OMCE forms will be sent shortly.

You'll find some things being done a little differently at the two meetings. Our dedicated planning committees always are reaching for ways to streamline things to fit your time demands and for ways to target both the discussions and the exhibits to fit your current personal and professional needs. Joe Barletta for the Convention and Joe Ungaro for the OMCE have done their planning well!

At next months' Convention, we'll have our normal complement of public figures as key speakers. Richard Nixon (who was at our Conventions in 1953 and 1958 as Vice President) will address the AP Monday lunch in what should be a fascinating retrospective of how world and national affairs have changed during these last 30 years. Gov. Mario Cuomo, at the Tuesday ANPA lunch, is more likely to tell us what he wants our nation to do in coming years. And President Reagan has been invited to address the Wednesday ANPA lunch.

Our other Convention sessions, clinics and workshops will offer you all sorts of updates on literacy, the Audit Bureau of Circulations, terrorism, advertising, marketing, management, aging, the Pacific nations, telecommunications, readers, excellence, wellness, budgeting, circulation personnel, newsprint—and a mock libel trial. So it will be a working Convention; and when we finish each day, we'll be ready for the special hospitality events planned by our California hosts! (To make time for these special events, the traditional, Tuesday dinner-dance has been suspended for at least this year.)

One of the Convention innovations will come on Saturday and Sunday as you arrive. "Expert Centers" will be located near the registration area; there you'll find an opportunity for one-on-one talk with newspaper, ANPA and Newspaper Advertising Bureau experts on all sorts of newspapering challenges like insurance, postal, regulations, ad sales, technical operations, equipment, labor relations, minority opportunity and many more. I urge you to take advantage of this experiment in information sharing and problem solving.

Then in June we'll move on to the Operations Management Conference & Exposition. You'll find that many of your same associates who benefited from the Convention will find the OMCE useful, too; your operations and production people especially will. The Conference focus will be on people, on new developments and on quality in all departments. That's PDQ: people, developments and quality! The more than 230 exhibitors for the five-day Exposition are expected to set a record for space devoted to providing you with hands-on, up-close experiences with new and evolving technologies.

Again, there will be more topics than you can imagine: hiring production managers, team building, managing telecommunications, flexo printing, PCs, productivity, health, quality control, color separation, graphics, print quality, pagination, typesetters, ad makeup, distribution, newsprint handling and more.

There's just no way a newspaper enthusiast can stay up to date without participating in these two meetings. And there's no way a participant can go home without learning, solving, deciding or beginning something useful! See you there.

Dick Johnson

Richard J. V. Johnson
Chairman and President

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'STEPCHILD OF THE INDUSTRY'

Often neglected and misunderstood, but full of potential

SATURDAY NEWSPAPERS

BY MARGARET GENOVESE
presstime staff writer

In the mid-1970s, the promotion manager of a Houston department store told a national gathering of newspaper marketing executives that he could foresee the day when the Saturday newspaper would overtake the Sunday edition as an advertising vehicle. Lee M. Dubow's logic was that Saturday is the biggest shopping day of the week, bar none.

Today, Dubow admits that the rise of Saturday newspaper has not come about as fast as he thought. But he believes the Saturday paper is becoming stronger and still has a lot of untapped potential.

"It might not beat the Sunday paper for a few years, but it is going to be much larger, carry a lot more advertising," says Dubow, who is now vice president of Belk Stores, a North Carolina-based retailer that owns 350 department stores in the Southeast.

To entice advertisers and readers to their Saturday editions, newspapers are trying a variety of strategies. Some have revamped the edition into a "Weekend" package. Others are giving discounts to Saturday advertisers or, to boost Saturday circulation, forcing Sunday subscribers to take the Saturday newspaper, too.

A few advertisers have seen the light on their own.

For instance, the nation's largest furniture retailer, Levitz Furniture Co., prefers Saturday newspapers over any other day, according to Robert E. Gorden, vice president/national advertising and sales promotion manager. Because furniture buying is a "joint family decision," Saturday is the 96-store chain's biggest sales-volume day, followed by Sunday, Gorden says, and a Saturday ad will "pull" customers both days.

Despite such activity, however, Saturday papers continue to be viewed by most observers as the most neglected as well as the least understood aspect of U.S. newspapering. "They have become, for the most part but not invariably, a stepchild of the industry," says newspaper analyst John Morton.

Morton notes that a clear distinction must be drawn between Saturday papers in the United States and those in Canada, where Saturday editions historically have been strong—often being the only paper published on the weekend. The Lynch, Jones & Ryan analyst says the difference may be traced to laws that prohibit Sunday store openings in Canada.

Similar "blue laws" have been less prevalent and have been falling steadily in the United States. Today, only 13 states still have them, and in several of them localities have the option to permit Sunday sales.

Saturday morning confusion. Many people in the business regard the Saturday paper as a distinctive product—different from the weekday editions, different from the Sunday paper. But industry groups like ANPA and the Audit Bureau of Circulations have not isolated Saturday editions for record-keeping purposes, and statistics about them are hard to come by.

> *"We know a lot about behavior of readers with regard to the daily papers. We know something about the Sunday papers, but not nearly enough. We know least of all about the position that the Saturday paper has."*

Most readership surveys, including the syndicated Simmons-Scarborough Newspaper Ratings Study, track weekday and Sunday readership but not that for Saturday.

"The position of the Saturday paper is probably the most unclear of all that we studied in the newspaper business," says Albert E. Gollin, vice president, associate director of research for the Newspaper Advertising Bureau. "We know a lot about behavior of readers with regard to the daily papers. We know something about the Sunday papers, but not nearly enough. We know least of all about the position that the Saturday paper has in the life of its readers or readers generally."

Says Gollin: "If we knew more precisely how the Saturday paper fits into people's lives, then we could promote the paper more effectively as a vehicle to local advertisers."

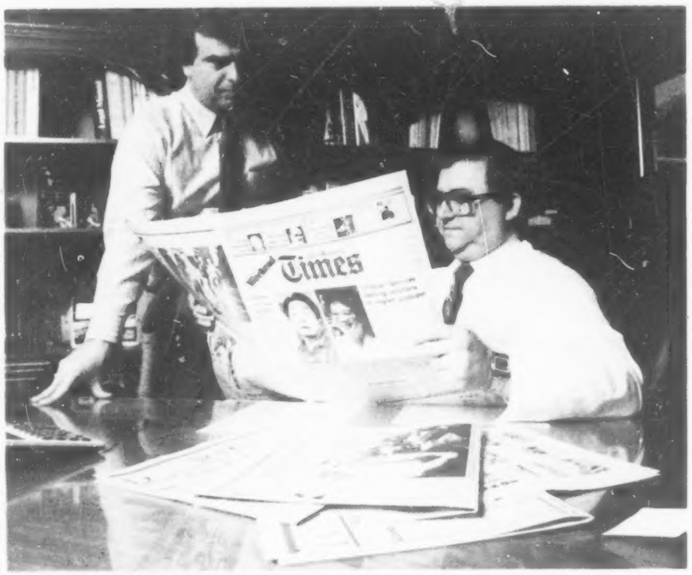
Robert C. Momsen, president of the International Newspaper Advertising and Marketing Executives, agrees. "Perhaps we need to do more research with our readers in terms of [their] Saturday habits, Saturday reading, to demonstrate to our customers what Saturday affords them in terms of a marketing opportunity," says Momsen, vice president marketing for the St. Paul Pioneer Press and Dispatch.

Momsen says most of newspapers' largest and best advertisers want at least a three-day reach for their ads, and consequently they like to advertise in the Sunday paper and again at mid-week.

Saturdays generally have been relegated to promotion of one-day sales and a few categories of advertising, like automotive and real estate, he adds.

Momsen and others attribute Saturday's problems in attracting a broader range of advertising to several factors. One is that circulation tends to fall off on Saturdays compared with weekdays because—especially in large metropolitan markets—there are fewer single-copy sales. Another is that even where Saturday circulation is comparable to that of weekdays, it cannot compare with Sunday circulation. A third is that advertisers perceive Saturday, unlike Sunday, as a day in which newspaper reading competes with other activities.

The "weekend" route. The Saturday paper is a "tough nut to crack," says Alexander Ungerleider, promotion manager of the New Haven (Conn.) Register.



Holtz (standing) and Executive Editor George Freeman critique The Marietta Times' Sunday-style Saturday edition.

The challenge is to find advertisers willing to shift to Saturday without hurting editions published on other days, particularly Sunday, or to find features that could be added to the Saturday product that could attract additional advertising.

Frustration over the problem of what to do about the Saturday paper led an interdepartmental committee at the Register to conclude after one study that another study was needed.

Newspaper consultant Michael Burgoon, head of the Department of Communication at the University of Arizona in Tucson, is one who thinks that in some cases Sunday newspapers should be raided to beef up the Saturday edition. "They are saving too damn much, especially in features, rather than running a solid product every morning or every afternoon," he comments.

But analyst Morton says newspapers tend to be reluctant to tamper with a successful product—even to try to prop up a less successful one.

Some newspapers have converted the Saturday edition into a "weekender."

A few papers taking that step also have Sunday editions. The Atlanta Journal and Constitution, for example, merged their Saturday editions into a morning paper called Weekend that highlights leisure activities. Advertising of such things as restaurants increased, but not at the expense of the Sunday paper, says Robert G. Rudasill, research manager.

About 10 newspapers going to a "weekend" format on Saturdays are ones that do not publish on Sundays. But these innovators represent a tiny fraction of dailies with a Saturday-but-not-Sunday publication schedule. According to Morton, at the end of 1984 (the latest figures available), there were 1,534 U.S. cities where dailies were published; of these cities, 768 had Sunday papers, leaving a potential pool of more than 750 markets for Saturday "weekend" papers.

Advertising Manager Wayne A. Lawton of the Bangor (Maine) Daily News says he is "surprised, frankly," that more newspapers without Sunday editions haven't adopted the concept. "I think Saturday is a good day to come out with a weekend paper because it has two days' life around the house," he notes.

Another newspaper that has gone to a Sunday-style Saturday edition is The Marietta (Ohio) Times, a six-days-a-week Gannett Co. paper across the Ohio River from West Virginia. A readership study in January 1985 found that the Saturday edition was fairly well read, but that readers were dissatisfied with it. "It just didn't have any real body to it," explains Publisher Richard L. Holtz.

Although the Times' market was being penetrated on Sunday by a newspaper published in nearby Parkersburg, W.Va., the study showed that the community didn't necessarily want a Sunday newspaper; it wanted more and different content in the Saturday paper.

Moreover, while advertisers had been clamoring for something resembling a Sunday paper for marketing purposes, some said they would not increase their advertising if one were established but instead would take advertising dollars from other days and shift them to Sunday.

Taking all that and more into consideration, the Times last September launched a new Saturday paper, Times Weekend. It looks a lot like a Sunday paper, down to the multiple sections, color comics, national magazine supplement and coupon inserts, but it did not require the newspaper to go to the expense of publishing a seventh day.

The pumped-up Saturday paper has attracted 44 percent more advertising, according to Holtz.

Other strategies. Newspapers elsewhere have employed a variety of other strategies in an effort to bolster the Saturday paper. They include:

- **Going tabloid** on Saturdays, as The Morning Call of Allentown, Pa., did [presstime, Feb. 1985, p. 18].
- **Giving advertising discounts**. At The Odessa (Texas) American, any advertiser that runs a run-of-paper ad during the week can rerun it Saturday at half price. "It's built our Saturday paper into a pretty nice little package," says General Manager Raymond M. Cole.

Gannett is looking into the possibility of circulation-based discounts on Saturday. In terms of circulation, says Rosalie Hooke, vice president/advertising for Gannett's Newspaper Division, "What you usually find is Sunday is the biggest, food day is next, Saturday stinks" and the other days are in the middle. "Why not premium price your strong days and discount your weak ones?"

Any decision to implement such a scheme would be made by individual Gannett newspapers, Hooke emphasizes.

- **Adding features**, such as a TV book or a national magazine supplement. At the News & Record in Greensboro, N.C., for instance, where Saturday circulation is 119,060, compared with 111,440 weekdays and 124,541 Sundays, President and

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Publisher Robert D. Benson says 3,000 to 4,000 of the excess Saturday circulation is attributable to TV Week. "People who do not read newspapers often buy our Saturday paper for the weekly TV schedules," says Benson. "Some of them buy more than one copy in order to have a TV Week for each of their receivers."

USA Weekend has also emerged as a popular feature for Saturday editions in 58 cities. While USA Weekend allows the supplement to be distributed on Friday, Saturday or Sunday, the other national magazine supplement, Parade, may be carried only in Sunday papers.

• **"Forcing"** a Saturday/Sunday subscription. In Abilene, Texas, the Reporter-News, a seven-days-a-week newspaper, sells about 1,500 more copies on Saturday than its morning and evening editions combined on Monday through Friday (51,492 on Saturday compared to 49,995 average on weekdays and 57,722 Sundays). It wasn't always that way. In fact, six months ago, the Saturday paper sold about 5,300 fewer copies.

Frank Puckett Jr., general manager, attributes the growth to the decision last year to stop offering Sunday-only home-delivered subscriptions, but rather to require a Saturday/Sunday combination purchase by former Sunday-only subscribers (presstime, Jan. 1985, p. 40).

• **Switching to morning publication.** One of the papers to go to morning distribution last year was the Tucson Citizen, an evening paper weekdays that is a partner in a joint operating arrangement with the Arizona Daily Star, which prints mornings and Sunday.

"The advertisers have been overwhelmingly in favor of it," says Publisher Gerald Garcia. "They seem to feel they are getting better results."

> *"We did a number of different things to try to make it appealing" but "advertisers did not use it."*

Every market is different, of course. And not every Saturday newspaper can be turned into a winner.

After 98 years of publishing on Saturday, The Daily Democrat of Fort Madison, Iowa, last year ceased its Saturday edition.

"We did a number of different things to try to make it appealing on Saturday," says Publisher David A. Lewis. The Saturday paper switched from evening to morning publication, carried color comics and a feature tabloid, and tried various advertising promotions. "The bottom line was the advertisers did not use it," he says.

But in other areas, publishers remain committed to Saturday. "Saturday doesn't have the advertising lure, and as a result it is looked upon as a stepchild," notes George J. Lister, president and publisher of The Daily Register in Shrewsbury, N.J., which added a Saturday edition last year. "But, in my view, whether it's this market or most markets, people like a Saturday morning paper."

He adds: "If you look at it from the standpoint of the newspaper franchise in the community, it is crucial." □

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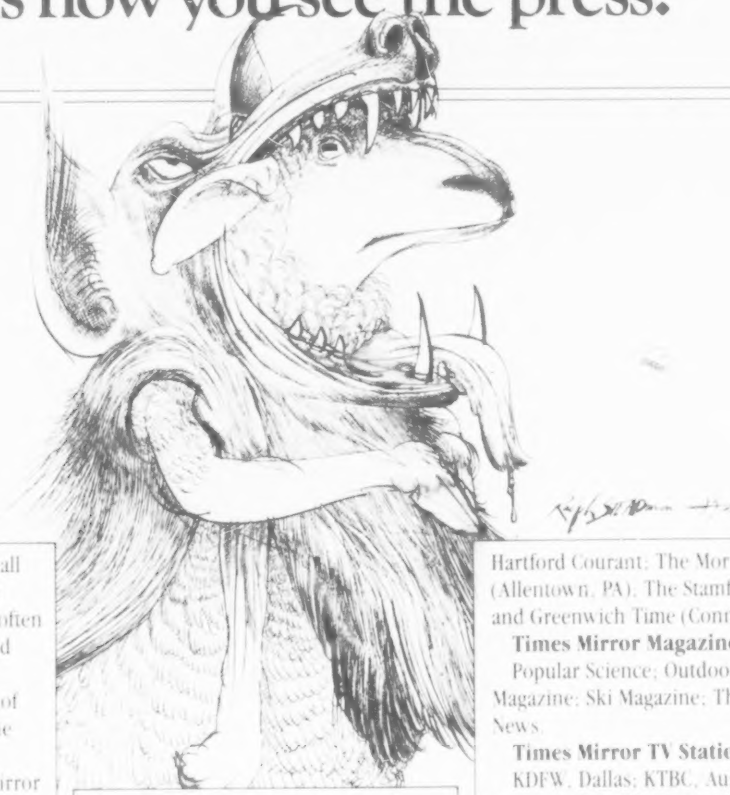

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Color Film

Photogs Favor Fuji When Shooting Slides

BY ALAN TEPPER

Films from Eastman Kodak Co., long the standard for color news photography at newspapers, are facing a serious challenge. Products from Japan's Fuji Photo Film Co. Ltd. are replacing the "little yellow boxes" in the camera bags of many newspaper photographers.

Although Kodak black-and-white films remain overwhelmingly dominant in the newspaper market, since the 1984 Olympics there has been a growing trend among color photographers to favor the green-boxed Fuji. In fact, experts say there now are few, if any, newspapers that do not use Fuji for most of their color-slide shooting.

For its part, Kodak is preparing to counterpunch. The company this month will begin distributing an improved, "warmer" slide film with which it hopes to win back photographers who have left the fold.

Fuji, founded in 1934 and first marketed in the United States in the 1950s, two years ago began an aggressive promotional campaign for an improved line of color negative and transparency (slide) films. Fuji's effort—which even included a West Coast-based, Fuji-green blimp—coincided with a rapid increase in the demand for color by daily newspapers. Many news photographers were inspired to experiment with the Fuji products. Many liked what they saw and changed from Kodak Ektachrome to Fujichrome.

However, the switch did not come easily. "For quality and dependability, it's hard to go away from the little yellow box," says Charles H. Cooper, executive director of the National Press Photographers Association and former photo department manager of the Durham (N.C.) Morning Herald and The Durham Sun. "Over the years they are the ones that everything else has been measured against," says Cooper, whose comments are echoed by photojournalists across the country.

"The yellow box was an institution in the industry," says Paul T. Whyte, USA Today assistant photo director. "People were really reluctant to try the green box."

But, as frequently is the case with innovations in photography, news photographers tested the new film after learning that others had tried it and liked it.

"We switched to Fujichrome about a year ago," reports Whyte. "We felt the quality of the color was better and the colors were truer."

Richard A. Curtis, USA Today managing editor/graphics and photography, maintains that Fuji films have better "stability"; that is, their ability to produce quality pictures does not deteriorate as fast under adverse environmental conditions. Stability is an important factor for newspaper photographers who, by the nature of their calling, are rough on equipment and film. Camera bags often go from blazing-hot car trunks to air-conditioned rooms and then back to the car trunks.

Photographers cite other reasons for moving to Fujichrome.

At the Messenger-Inquirer in Owensboro, Ky., the switch was made about a year ago. "The main reason was that, especially in shadow areas, the Ektachrome was blue," says David Cooper, director of photography. "The Fujichrome colors were warmer, and we felt the skin tones were more pleasing."

Kodak's Ektachrome products long have been known for their characteristic "cold" rendition of colors—that is, their emphasis on blue tones. Many magazine and newspaper photographers working on long-term projects use Kodachrome slide films because of their sharpness and "warmer" color rendition. They tend to emphasize red hues.

Daily deadlines preclude use of Kodachrome for most newspaper assignments because it requires special developing techniques and equipment generally available only through Kodak processing facilities and a few specialty labs. Fujichrome, photographers say, offers color rendition and sharpness close to that of Kodachrome. But like Ektachrome, the Fuji product can be processed quickly in newspapers' own darkrooms.

Color tone is not the only reason Fuji slide film has gained popularity.

"We feel there is also more contrast with Fuji and less grain," says Jack Belich, photo editor of the St. Petersburg Times.

Ron Mann, director of photography for The Orange County (Calif.) Register, is another Fuji fan. The Register's photo staff, using the then-relatively-unheralded Fuji film, won a Pulitzer Prize in 1984 for coverage of the Los Angeles Olympics.

FUJICHROME
RDP 135-36
100 D
Professional Film
Kodak Ektachrome
DX
24 Daylight EXPOSURES
EPR 135-36
FOR COLOR TRANSPARENCIES

Alan Tepper

Tepper is publications specialist in the ANPA Technical Services Department and a former photographer at The Wilkes-Barre (Pa.) Times Leader and at Printing Impressions magazine.

"We were one of the first newspapers to switch over," says Mann. "We tested everything available before the Olympics, and we felt the Fuji films were far superior."

Not only does the film offer better stability and color reproduction, Mann says, but it also "pushes" better, meaning it can better be over-developed to increase its light-sensitivity rating (speed).

Kodak's new film coming onto the market this month was developed in "response to the needs of photojournalists," says David D. Holtz, corporate communications coordinator. Kodak is "not saying it's a response to Fuji, by any means," he adds.

Holtz says Kodak has no official response to Fujichrome's increased popularity. However, Holtz acknowledges that the Fuji product has won the favor of many photojournalists.

According to Holtz, the new Kodak Professional Ektachrome (EPV 135-36) will render warmer tones and will have a lesser blue cast compared with normal Ektachrome. He says it also will provide greater stability and, unlike most other professional films, it need not be refrigerated.

The new product is being sold in a package of 50 rolls called a "Press-Pac."

Kodak says it also has improved the color rendition of its original Ektachrome Professional 64, but this film still will require refrigeration.

Fuji also is making inroads in another relatively new practice of many news photographers—shooting color negative film from which both color and black-and-white prints can be made.

Kodak film remains a popular choice for this job. United Press International, in fact, now shoots Kodacolor exclusively on all assignments. But many news organizations that use color negatives use a mix of films, depending on the circumstances.

Some photographers say the mix consists of Kodacolor for most shooting and Fujicolor in special low-light conditions such as gymnasium sports. In the latter case, Newsday Photo Editor Mike Killelea says ASA 1600 Fujicolor shot at ASA 1000 yields better pictures than ASA 1000 Kodacolor.

The Associated Press uses Fujicolor, Kodacolor and film from another Japanese company, Konica, in its testing of the process at three bureaus.

"The films we use are selected on an assignment-by-assignment basis," says Harold G. Buell, AP assistant general manager for newsphotos. "We try to match the lighting at the location with the ideal film for that situation." □

A Grain of Advice For Good Reproduction

Regardless of what brand of color slide film news photographers use, the quality of the published photograph can depend heavily on the film's speed—its ISO (formerly ASA) rating.

John C. Harrington, ANPA photographer/color specialist, says he has noticed that some photographers often shoot color film that is faster than really needed. Consequently, the quality of reproduction suffers.

The problem is the coarse grain in fast film; it shows up in the processed image and then in color separations. Harrington explains that films up to ISO 200 yield fairly minimal grain. Films faster than that result in more grain and poorer photos, at least from a technical standpoint.

But Harrington acknowledges there are trade-offs.

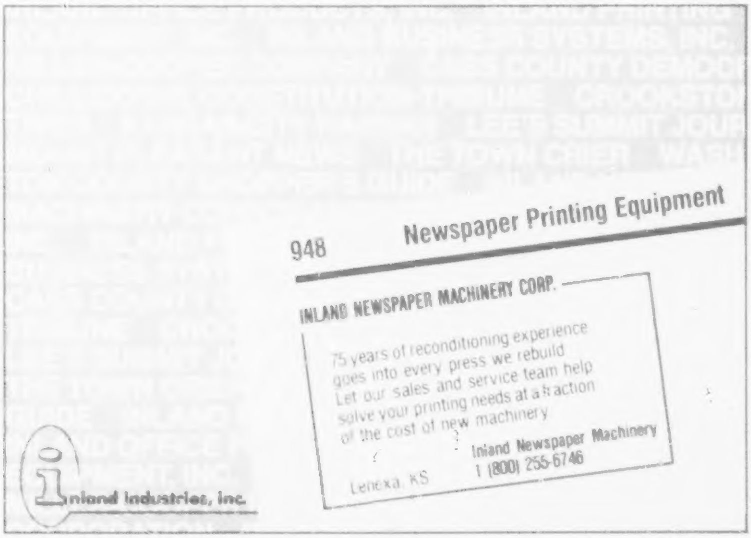
"You have to weigh whether it's more important to have the best-quality reproduction or to be able to photograph something like a football game at the high school that you otherwise wouldn't be able to get," he says.

Charles H. Cooper, executive director of the National Press Photographers Association and former photo department manager of the Durham, N.C., dailies, says he has noticed a tendency on the part of some photographers to stay with higher-speed films. But pressure for higher-quality reproduction throughout the industry is curbing that practice, he says.

Jack Belich, photo editor of the St. Petersburg Times, says the film-speed issue involves a learning process. "When Kodak introduced (ISO) 400 film . . . we thought it was the answer to all our problems," he says. Like Kodak's black-and-white Tri-X, the news industry standard that produces acceptable grain despite relatively high speed, it allowed better exposures under marginal lighting conditions.

However, Times photographers "quickly learned you can't use 400 film for everything," Belich explains. "You certainly can't use it like you use your Tri-X film."

One newspaper currently in such a learning phase is The Record of Hackensack, N.J. Chief Photographer Robert Brush says the paper is conducting tests to determine, among other things, just how much more grain results from shooting ISO 400 color.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A Grieving Concord Repelled By Media Misbehavior

BY MIKE PRIDE

Not 10 minutes after I first saw the explosion of the space shuttle Challenger on television, a man called me up and said he was from one of the major news magazines. He asked if we had color shots of the Concord High School students reacting to the explosion.

I told him I wasn't sure. If you do, he said, we'll give you $1,000 just to hold the film for us. I mumbled something and hung up on him. Many such calls and a week of chaos later, I was left with new insights into the mass media and how they interact with American society.

As the entire civilized world must know by now, teacher-astronaut Christa McAuliffe was from Concord, N.H., my hometown. When she died, the media came to Concord in droves. Reporters, photographers and television crews caused hard feelings among residents, and while the many were condemned for the actions of the few, there was much to condemn.

Concord is a self-confident town that has learned from over-exposure during New Hampshire presidential primary campaigns to cope with the media. Yet for days after the shuttle tragedy, the talk in bars and restaurants was of what vultures the media were, what heartless invaders of privacy.

Our responsibility at the Monitor differed from that of the visiting media. We saw ourselves as holding up to the community a mirror of itself. We hoped that by showing people how their neighbors were coping, we could convey a sense of shared grief.

We had covered the McAuliffe story extensively for months. Until the explosion, it was one of the happiest stories a local news staff could imagine.

The day of the explosion, we held up our press run for that afternoon's paper. (See story, p. 50.) We quickly turned to Wednesday's paper.

At the outset of a planning session with editors and reporters, I made a speech. Its point was that as we were grieving, our city was grieving, and it was important to respect people's grief. People have a natural aversion to the press at times like these, I said. Be courteous. If people don't want to talk, respect that. If they do, don't ask them how they feel. Ask them if they knew Crista, how they remembered her, whether they were watching when the shuttle exploded.

Our Wednesday paper had 17 staff-bylined stories on the shuttle tragedy. These included two reports from Cape Canaveral, by Bob Hohler, who knew McAuliffe better than any other reporter, and Ralph Jimenez. We had color pictures of the explosion by Michele McDonald, a former staff photographer whom we had hired to cover the launch.

> *"I just want . . . a kid who will talk. . . . I've got a lot of blank space to fill, and I don't have a lot of time."*

Instantaneous invasion. Beginning Tuesday afternoon, within a few hours after the explosion, members of the media poured in from all over the country — and beyond.

John Fensterwald, the managing editor, and I decided to be as accommodating as possible. This ranged from giving directions to allowing visiting journalists to use desks and phones in the newsroom. We also decided that he and I would bear the brunt of the invasion, freeing our staff to work on the story.

My guess is that at least 100 journalists stopped in between Tuesday night and Friday night. Scores more called. I did perhaps 25 interviews for television, radio and newspapers. We gave anyone who wanted basic information the advance sections and profiles we had done on McAuliffe and her mission.

Sometime Tuesday night, Jimmy Breslin slouched into our newsroom. He was wearing a rumpled trenchcoat and looked lost. His reputation had preceded him and, as is his wont, he put in plain language what many people have come to expect of visiting reporters.

"I just want to get a kid who will talk, a scene, and then I'll get out," he said. Our reporter asked if he worried that he was sticking his nose where it didn't belong. "I don't care," he said. "I've got a lot of blank space to fill, and I don't have any time."

The media besieged Concord's schools—particularly the high school, where McAuliffe had taught—and churches.

Last December, the Concord police shot an armed 16-year-old boy at the high school, and Charles Foley, the principal, learned from dealing with the media during that crisis. "I regretted some of the things that happened after that incident," he said. "I regretted it because it upset the kids."

In TV footage after the shuttle explosion, Foley was often seen running interference to keep journalists away from his teachers and students. Foley himself was open and helpful with the press, but he made the school off limits.

Several photographers, reporters and TV people were in the high school when the shuttle blew up. When it dawned on Foley that the jubilation had turned to despair, he asked the media to leave, and they did.

Neither Foley nor Mark Beauvais, the city's school superintendent, criticized the media's presence in Concord. "We had a responsibility to share with the world what was going on," said Beauvais.

Beauvais praised the media's performance in general. He said this was the first

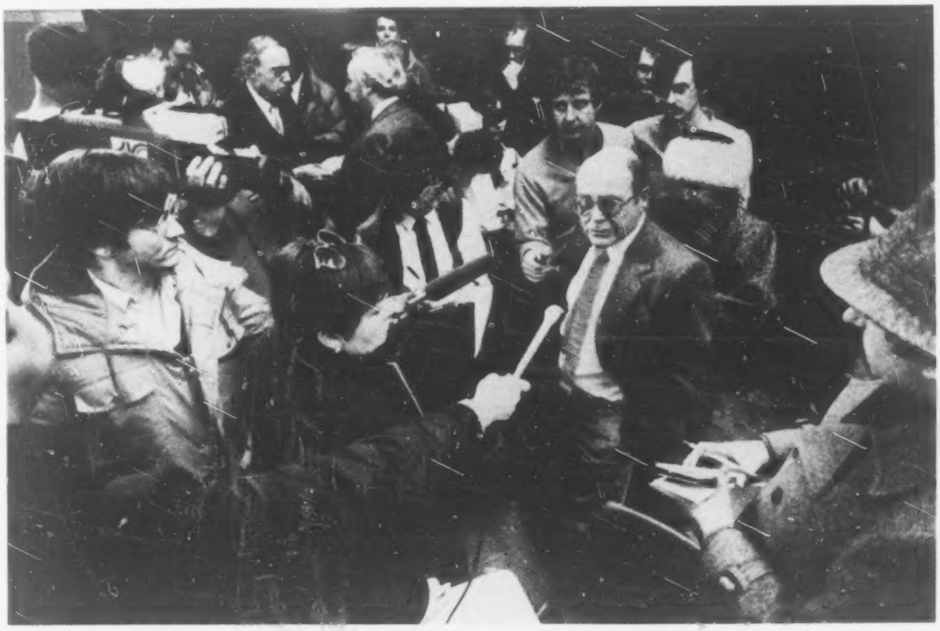
Pride is editor of the Concord (N.H.) Monitor. He joined the paper as managing editor in January 1978 and was named editor in June 1983. He was a Nieman Fellow at Harvard University last year.

time he sensed no adversarial pursuit by the people who interviewed him. Nearly all were sensitive, most shared his grief.

The negative incidents Beauvais attributed to a small minority. Like any other occupation, he said, the media have "95 percent who are really great and 5 percent who are squirrels. I'm talking about the 5 percent you're not proud of."

Beauvais accompanied Scott McAuliffe's third-grade class back from Cape Canaveral, where they had watched the launch. They dodged the media all the way, and they had more dodging to do once they arrived in Concord.

This "torrential attack by strangers," as Beauvais described it, yielded few results for the journalists—a couple of distant stills, a few quotes from parents.


Caro Lachman, Concord Monitor

Concord High Principal Foley shielded students and staff from the onslaught of journalists.

The 17 third graders and their chaperones returned to their school at about 11 p.m. the night of the explosion. The adults issued a statement asking to be "spared any intrusions" as they tried to comfort the children. Even with police help, some had to run a media gauntlet to get to their cars. Beauvais said he saw one photographer who had to be physically removed after he leaned into a car to try to shoot.

Beauvais said afterward: "We are not geared for all these people invading our privacy." Like Foley, he saw his job as shielding the students and teachers from the media, and in ensuing days he timed the release of certain information to keep the media away from students.

An unholy experience. The other beleaguered institutions in Concord were the churches.

McAuliffe's church, St. Peter's Roman Catholic, scheduled a memorial service the night of the explosion. The word did not get out in the community and few mourners showed up. For the media, however, St. Peter's was the place to be.

As described by Joe Starita of The Miami Herald and others, reporters, photographers and television camera people commandeered the first 10 pews. They shot back at the few mourners. TV cameras moved down the aisles filming weeping people. A reporter tried to question a praying mourner.

In an interview with a Monitor reporter, Starita called the scene at the church "the greatest possible abuse of private grief by the national media I've ever seen. They just took over the church and trashed it in a way you'd expect to find at a boxing match."

Tom Haley, the Monitor's president, went to the church that night to pay his respects. To him, there is a difficult balance between the media's responsibility to respect the feelings of the people whose grief they are conveying and "the competition among folks to get the best story, the tear, the grief encapsulated."

The mourner in me felt abused by media in the church, but the editor in me had to run the picture.

Haley saw the scrapping for position among still photographers and TV camera people as a big part of the problem. Some photographers went right up to grieving people and fired away, some stood in pews and blocked the mourners' view of the pulpit. Haley saw one reporter slide into a pew with an elderly couple and try to interview them while the priest was saying the eulogy.

The night left Haley feeling "at a low point in terms of being associated with [journalism]."

The next night, St. John's Roman Catholic Church, the one my wife and I attend, held a memorial Mass. I had been working 31 of the previous 35 hours, but I needed solace more than I needed rest.

The choir and the priests had assembled a moving Mass. The priests had also decided to let the media in, although they were restricted to the balconies to the sides of the altar and the area beneath the balconies. My wife and I sat beneath a balcony.

It was hard to estimate, but I would guess there were 50 cameras in the church. The night before at St. Peter's, Haley guessed there were about 15 television cameras and 80 media people in all.

Before the Mass at St. John's began, the Rev. Dan Messier, a young priest, descended from the sanctuary to comfort a young boy in the front pew. It was as though a single duck had flown into a blind occupied by 50 hunters. Rapid-fire clicks and flashes zeroed in on the scene as the boy buried his head in Messier's shoulder.

During the Mass, camera crews and photographers clomped up and down the stairs. Someone dropped a piece of equipment at one critical moment. Someone muttered a too-loud "Aw shit!" at another. During the benediction, a radio person lost control of his tape recorder, and it blurted out a high-pitched garble.

I had gone to St. John's to confront my own feelings about what had happened, and I left without having done so. The media were the reason. The priests could have kept the media out or allowed only a pool in. I wish they had, even though I see the other side of the issue.

Messier saw both sides too. He talked to his congregation about it the next Sunday. The media had behaved badly, he said, but since the pictures of that Mass and an earlier service for children appeared on television, he had had calls from everywhere. The whole country felt a bond with the grieving people of Concord.

I also had to separate my personal feelings from my professional feelings. We used a photograph of Messier hugging the child; I'm not sure it was worth a thousand clicks of the shutter, but it told a touching story. The mourner in me felt abused by the media in the church, but the editor in me had to run the picture.

Seeking exclusives. While Monitor staffers helped visiting journalists, we did not share everything with them. As the days went by, our staff developed several exclusives or near-exclusives. Knowing the right people was only a part of the reason; patience was another.

For example, Monitor reporters waited until a day after Scott McAuliffe's class returned and got the story about the children's reaction to the explosion from the chaperones and parents of the students.

While the pack was at the St. John's Mass, our staffers were practically the only journalists at Concord High School for a candlelight vigil. We had told no one about it at the request of the people who told us. Later, a Newsweek photographer said he and others would really have liked to have known about the event. If they had, I suspect the mourners wouldn't have needed candles.

A lawyer in the same firm as Steve McAuliffe, Christa's husband, called us on deadline Thursday with McAuliffe's first statement since the explosion. The next day, Beauvais, the school superintendent, called us on deadline with the text of President Reagan's letter to the students and faculty of Concord High.

Perhaps I am making too much of it, but I felt—hoped—at the time that the cooperation we were getting stemmed at least in part from the community's ability to see that Monitor people had not abused people's privacy.

In fairness, neither had many of the reporters who came to town. I heard from several of McAuliffe's neighbors that the reporters—print and television—who had spoken with them were polite and respectful. Some even said that it had been a relief to talk to someone and that the reporters were sympathetic. I saw many of the Concord stories in the metropolitan papers, and nearly all of them captured the town's grief and spelled most of the names right, to boot.

Since one of these stories was quite like another, however, I wondered why so many papers had sent people to Concord. Was it merely professional ego, the belief that a staff-bylined story from Concord conveyed something to readers about their paper's commitment? At Cape Canaveral, reporters were investigating and trying to report to the country what happened to the shuttle. In a situation like that, the more reporters the better. But in Concord, the story was grief, and that required no investigation.

One other factor disturbed me a lot that week. If I had it to do over again, I would be more discriminating in whom we allowed to use our newsroom. Among the many people to whom we threw open our doors were several agents and entrepreneurs who saw the shuttle tragedy as nothing more than a financial opportunity.

Most of the mercenary activity centered on our photo lab. By the time I realized how much wheeling and dealing was going on there, it was too late to cast out the money changers. Our photographers, past and present, had wonderful pictures of Christa McAuliffe. I do not blame them for wanting the world to see their pictures. I just wish I had made them sell the pictures somewhere else.

Big money was being offered for words, too. At a private memorial service on Monday, Steve McAuliffe read a poignant remembrance of his wife. We didn't get it, and as of this writing, no one else has either. That morning a fellow from the Star, a supermarket tabloid, called to offer me money if I could get the Star exclusive rights to McAuliffe's eulogy.

Because I knew I might want to write about it afterward, I asked the fellow how much the Star would be willing to pay. From a few hundred dollars, he said, up to much, much more if I could guarantee him an exclusive. I wound up being sorry I had asked. He called several times the next day or two and treated me as though we were buddies—in this thing together.

In a way I suppose we were. □

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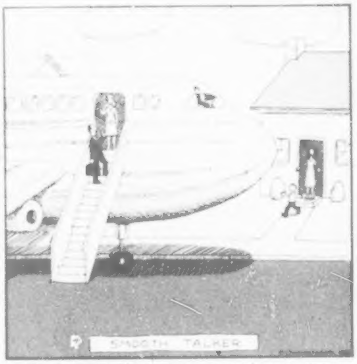

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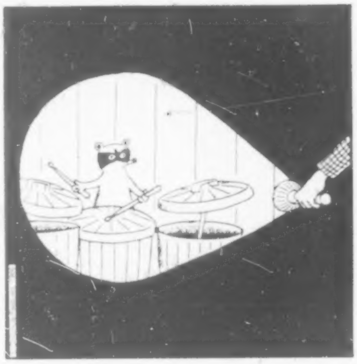
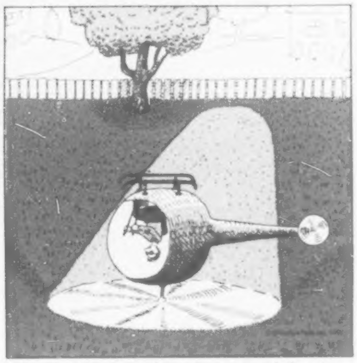
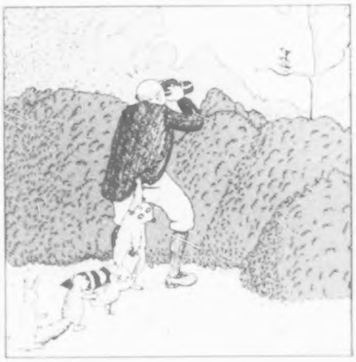
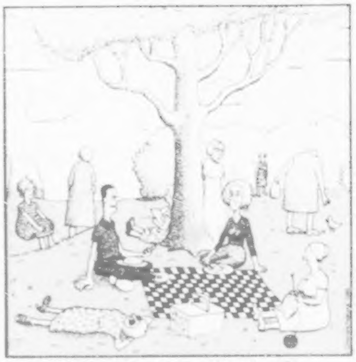


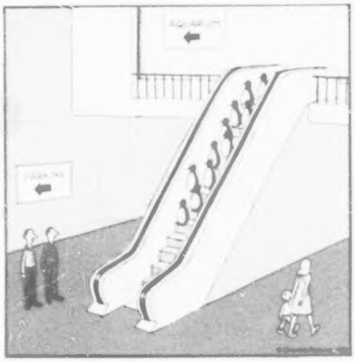


Finding it hard to make ends meet as a helicopter pilot, Bob takes odd jobs.





"Well, what's a picnic without Aunts?"



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Born of Electronics, Baby Bells Find Print a Happy Medium

BY BARBARA J. FRIEDMAN
presstime staff writer

When the Bell monopoly split 26 months ago into AT&T and seven regional holding companies, the regionals got the local telephone business along with the local yellow and white pages. Since then, some of the so-called Baby Bells have used that experience in publishing and advertising as a springboard to other endeavors, including new kinds of directories and a magazine.

Some newspaper executives regard the regionals' activity as significant competition for advertising dollars—present and future.

The most agressive regional in the publishing of new directories, Southwestern Bell Corp., is producing The Silver Pages in 41 cities and expects to be in 49 others by year's end. The publications, named for the color of their cover and for their audience composed of people 60 and older, are filled with articles, lists of services, and advertising offering discounts.

Regionals vary greatly in diversification, but most share a strong interest in print publishing.

J.B. Ellis, Southwestern's vice president for strategic planning, describes the commitment to publishing this new kind of directory as an effort to build upon the company's strengths. "We've been the in sale of advertising for 60 or 70 years," he says. "If you want to expand, you look and see where you're the strongest."

Pacific Telesis Group, another regional, is forging ahead with other types of directories. Aimed at groups like interior designers and architects, they contain business-to-business advertising.

Two other regionals—Ameritech and NYNEX Corp.—are part of a group planning a quarterly magazine that will rely entirely on advertising revenue.

In addition to the activities of the Bell regionals, at least two telephone companies owned by regionals are earning money by putting ad flyers inside envelopes containing monthly telephone bills.

While the regionals vary greatly in the breadth of their diversification, most share a strong interest in print publishing. All the regionals but USWest have requested and gotten legal and regulatory approval to enter new aspects of the print media business, including, in some cases, paper and newsprint production. The requests generally leave the door open for entry into any part of the business except publication of general-interest daily newspapers.

And AT&T itself has branched off in various directions, including an alliance with Chemical Bank, Bank of America and Time Inc. to form an electronic financial service called Covidea. The New York Times has agreed to provide material for an information service called Pulse that Covidea will offer beginning this spring [presstime Dec. 1985, p. 42].

Newspaper reaction. Against this background, the newspaper business—largely through ANPA—and others are campaigning against dropping the rules that perpetually bar the regionals from providing electronic information services, and bar AT&T at least until 1989 from electronic publishing over its own lines.

But for all the commotion over electronic publishing, it may be in the field of print where most of the early competitive skirmishes are fought.

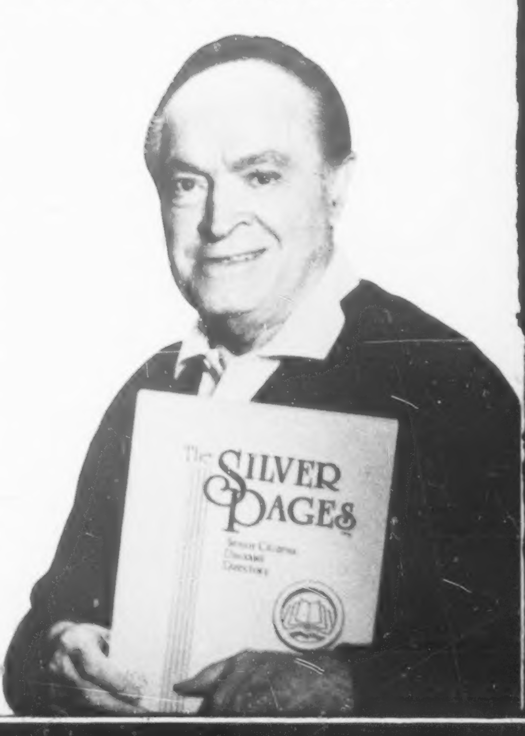
Enterprises like The Silver Pages have led some newspaper executives and ANPA staff members to say regionals appear to be nibbling at the edges of existing newspaper advertising.

The vice chairman of the ANPA Telecommunications Committee is among those who eye these ventures warily. While noting that such ventures constitute "legitimate, healthy competition," Newsday Publisher Robert M. Johnson says, "Any time there are print media dollars being removed from the marketplace, we should be concerned."

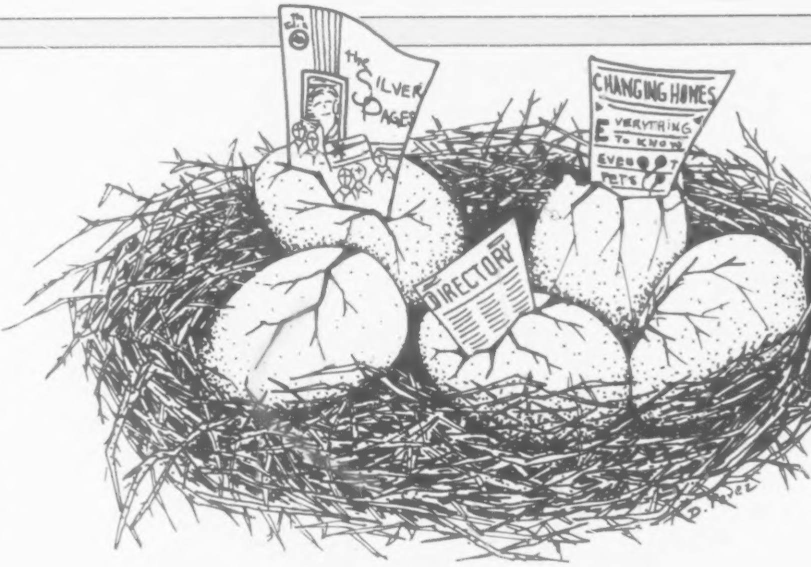
Moreover, he says, regionals' expansion in the business of print advertising should not be looked at "in isolation." Viewed in concert with the regionals' push for deregulation, the printing-publishing endeavors appear to be a possible prelude to electronic advertising, Johnson says.

Robert D. Ross, another member of the Telecommunications Committee, also says regionals seem to be getting ready to digest bits of the advertising pie. However, Ross, vice president of new ventures for Lee Enterprises Inc. in Davenport, Iowa, adds that this activity will not bother him "as long as they're not using the benefits of their monopolistic position".

At this point, the number of newspaper people who are alarmed about potential or actual nibbles appears to be small. That may be because the regionals are not expected to emerge as *major* competitors (like television stations) in the advertising marketplace, or because the regionals' publishing and advertising ventures have not been heavily publicized, says Phillip J.



Bob Hope promotes seniors' Silver Pages.



Meek, president and publisher of the Fort Worth Star-Telegram.

Meek, who is also senior vice president of Capital Cities/ABC Inc. and president of its Publishing Division, says until a clear threat emerges, many newspapers "tend not to be overly concerned."

Yet as Lawrence B. Sackett, vice president/telecommunications of Gannett Co., observes, "The advertising pool out there is relatively static," so anyone removing dollars is taking them "away from somebody else."

By the same token, some newspaper firms have turned out to be competitors for telephone companies. They've gone into the business of publishing rival Yellow Pages [presstime, May 1984, p. 10].

Regulatory fights. As the regionals and AT&T seek to diversify, they often bump against limits imposed by the Federal Communications Commission and the consent decree that has shaped the monopoly's breakup and its aftermath.

Regionals say they need more freedom to compete in a fast-changing market and to offer new services. Others like ANPA say competition can develop in certain areas only by preserving bans imposed by U.S. District Judge Harold H. Greene, who presided over the breakup.

The fight over how far and where the regionals and AT&T can diversify is intensifying, and it is being waged in Congress, at the FCC, the Justice Department and in Greene's court.

By summer, the FCC is expected to conclude a proceeding on "Computer III," a major rule-making designed to revamp the FCC's approach to telecommunications carriers. The major issue is whether to end the requirement that regulated telephone companies offer enhanced services—essentially, any service beyond the local telephone business—through separate subsidiaries.

To the delight of the regionals and of AT&T, the FCC has proposed doing away with the separate-subsidiary requirement. Those companies maintain that the requirement is no longer needed to ensure competition.

On the other hand, ANPA contends the requirement is still needed because the regionals and AT&T continue to control most of the telephone network that relays electronic information, and thus the potential for anti-competitive abuses exists.

Gannett's Sackett says that should the separate-subsidiary requirement be removed, users of the telephone network (like newspapers) will face the issue of how to obtain "non-discriminatory" equal access.

Without equal access to the telephone network, competitors of the regionals would be at a disadvantage in the business of offering new electronic information services, says Sackett, who is another member of the Association's Telecommunications Committee.

While the FCC leans toward deregulation, momentum in that direction got a setback when Judge Greene ruled in January that the regionals must continue to seek line-of-business waivers from the consent decree if they want to expand beyond providing telephone service and publishing various forms of directories [presstime, July 1985, p. 14].

[Waiver requests currently before Greene include one from Bell Atlantic Corp., which wants to offer direct-marketing and telemarketing services, and one from Southwestern Bell, which wants to enter the advertising business in ways ANPA believes are not permitted now.]

However, bills have been introduced in Congress that could substantially reduce the restraints the regionals face. The bills would remove the ban on regionals' involvement in information services. Pressure to remove the ban also is coming from some parts of the executive branch, including the National Telecommunications and Information Administration.

W. Terry Maguire, vice president/general counsel of ANPA, says the legislation has as much as a 50-50 chance of passing this year.

Ellis of Southwestern Bell says of the regional's lobbying on the issue: "Our business is at stake, and, like the ANPA, we're active on Capitol Hill in looking out for our shareholders' interests."

Advertising advances. While the fight in Washington centers on issues like providing electronic information services and the need for separate subsidiaries, the regionals have been busy elsewhere.

If all goes according to plan, a magazine called Changing Homes will distribute its first issue this summer to people who have recently moved. They will receive the magazine every three months for one year. A packet of information sent to potential advertisers says the magazine initially will reach 6.2 million homes in 25 cities. A telephone, gas or electric utility will distribute the magazine in each city.

The magazine's prototype featured full-color ads and contained guides to local museums, sports and entertainment; maps; and articles about buying and fixing up a home.

> *"Like the ANPA, we're active on Capitol Hill in looking out for our shareholders' interests."*

The venture was made possible because Ameritech and NYNEX sought and received waivers permitting them to enter the print media business. In keeping with the waivers' terms, the two regionals participate in this field through unregulated subsidiaries.

Changing Homes gives businesses a chance to reach a target audience—people who have moved. So does The Silver Pages—people in their 60s and older.

In the Denver edition of The Silver Pages, automobile dealer Ralph Schomp [Oldsmobile, Honda and BMW] uses a half-page display ad to push a 10-percent discount on service. Bob Bundy [AMC Jeep Renault] goes a little further and offers a 15-percent discount.

None of this worries Carlos W. Boettger, advertising director of the Rocky

Mountain News of Denver, who was unfamiliar with The Silver Pages that was first published last year. He reports that the two car dealers remain heavy advertisers in the News.

The Silver Pages may not appear to represent much of a threat because advertisers and consumers generally use annual directories and newspapers differently. Nonetheless, directories compete for advertising, and some of their owners are showing signs of increased aggressiveness, says Christine D. Urban, president of Urban & Associates Inc. of Sharon, Mass., a marketing research firm used primarily by newspapers.

Before the breakup of the Bell system, telephone companies treated directories as a service for callers, Urban says. Now directory publishing is considered a business that needs to win customers and make a profit. To that end, regionals are building on telephone company strengths such as an established sales advertising network, a subscriber base and a reputation in directory publishing, she says.

Not only is Southwestern Bell reaching beyond its original territory with The Silver Pages, but its publishing subsidiary announced plans in February to begin putting Yellow Pages directories in areas served by other regionals—the New York City, Washington, D.C., and Baltimore metropolitan areas.

Similarly, NYNEX last September began publishing a Yellow Pages directory for Spanish-speaking people in New Jersey, which is Bell Atlantic turf.

Also in February, BellSouth Corp. announced it would buy L.M. Berry and Co., one of the largest independent advertising sales agents in the United States for Yellow Pages directories. Berry, with advertising sales of about $780 million, has in its most recent venture begun marketing an electronic shopping service.

On the West Coast, meanwhile, Pactel Publishing is hoping that its involvement in specialty directories will be just a first step in print publishing. "We're going after the business information market," says Ross Brown, chief executive officer of Pactel Publishing, an unregulated subsidiary of Pacific Telesis.

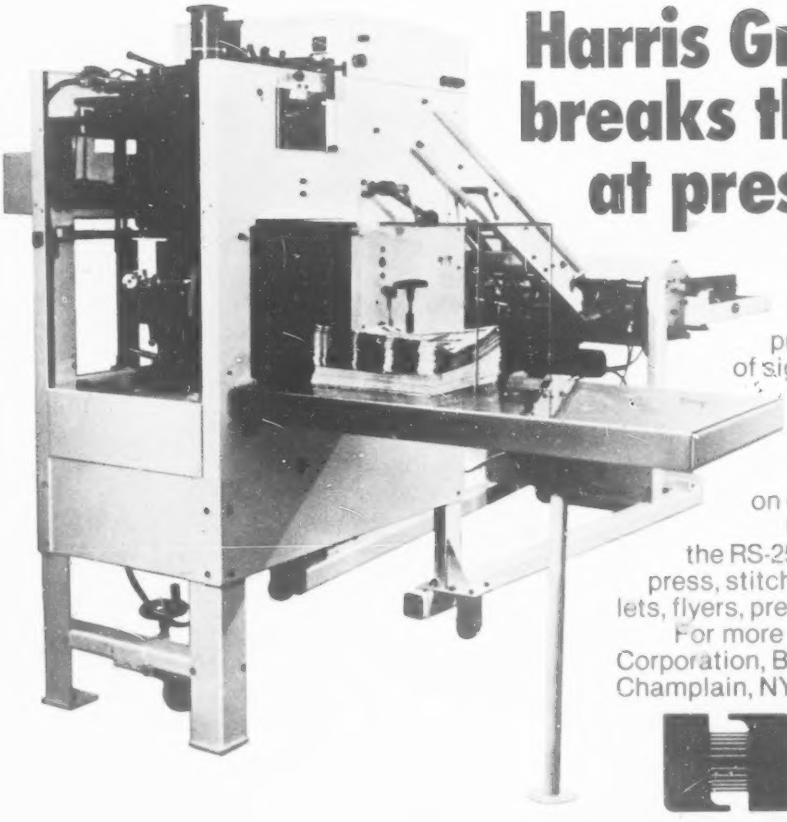
If the company "does a nice job" in compiling directories for specific groups like architects, then those groups will look to Pactel for more information, Brown says. The next move, made possible by a print media waiver, might be to publish a newsletter or magazine, he adds.

The subsidiary's newest directory, for interior designers, went into the mail this month to 66,000 readers. It has separate editions geared to different geographical regions.

As regionals find new ways to earn money, at least two of their local telephone operating companies—Mountain Bell and Southern Bell—are getting some extra cash by putting other companies' inserts into telephone customers' bills.

David Rogers, Southern Bell's assistant staff manager for customer information, says the first inserts went in the company's bills last November. Advertising customers can target an area as broad as Southern Bell's multi-state service area or one as small as a specific ZIP code. The cost ranges from a base of $35 per 1,000 for general distribution to an extra $10 to $15 per 1,000 for mailings to more specific target areas.

Rogers says that Southern Bell's earnings from inserts are "relatively small right now, but we see it as an area where there is an awful lot of potential." □



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It significantly reduces manning requirements and improves stack quality so follow-on operations are more efficient.

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For more information, write Harris Graphics Corporation, Bindery Systems Division, Champlain, NY 12919.

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A STEP-BY-STEP SCENARIO

Good Phone Service Starts With a Needs Assessment

BY DEBORAH S. WALKER

One of the most important tasks in ensuring an adequate internal telecommunications system for any newspaper company is performing a needs assessment. In its most basic form, this is the process of looking at the current situation, examining alternatives to the status quo, and deciding whether to act on one of those alternatives.

Why go to all the time and bother?

Quite simply, because it is the best way to avert crisis. A little extra effort now can save a lot of toil and trouble later.

You should perform a needs assessment:

- If you plan on making any expenditures on telecommunications equipment beyond the scope of, say, a new "beeper" for the circulation department's dispatch driver.
- If your newspaper is about to enter into a major reorganization or expansion.
- If you are having problems that may be communications-related.
- If you have never done one before, so that you will be in a position to anticipate future needs rather than merely react to change.

Who should be responsible for conducting such an assessment? Let's put it this way: If you are the person who takes the brunt of criticism when the phone system crashes, you probably are the one.

> *It is the best way to avert crisis. A little extra effort now can save a lot of toil and trouble later.*

To illustrate the needs-assessment process, consider this hypothetical case:

The Leetown News Harbinger is a 65,000-circulation daily located in the suburbs of a major metropolitan area. Leetown is in a high-tech corridor considered virtually "recession-proof." County figures show the growth rate to be steady at 6 percent per year, and the Harbinger has enjoyed circulation increases that closely follow that trend.

When Jim Adams came to the Harbinger as business manager, it was apparent that employees were dissatisfied with the telecommunications operations, particularly the telephone system itself, despite recent installation of a new PBX switchboard with ample growth capacity. Users repeatedly complained about the switchboard's being jammed, about calls piling up and about difficulty in placing calls. Most people wanted to go back to the old Centrex system—with multi-button phone sets and direct lines. Before making any major decisions Jim started a needs assessment.

His first step was to talk to workers at all levels in every department. He wanted to learn not only their phone problems, but also the specific tasks of each department and their relationship to other departments. He also took time to study people performing their jobs. He noted the pressure points and looked for opportunities where better telecommunications might improve efficiency, increase productivity, boost morale and otherwise help operations.

Jim identified three main problems.

First, the advertising department was losing business because calls were backing up during busy hours. The automatic call distributor, or ACD, system func-

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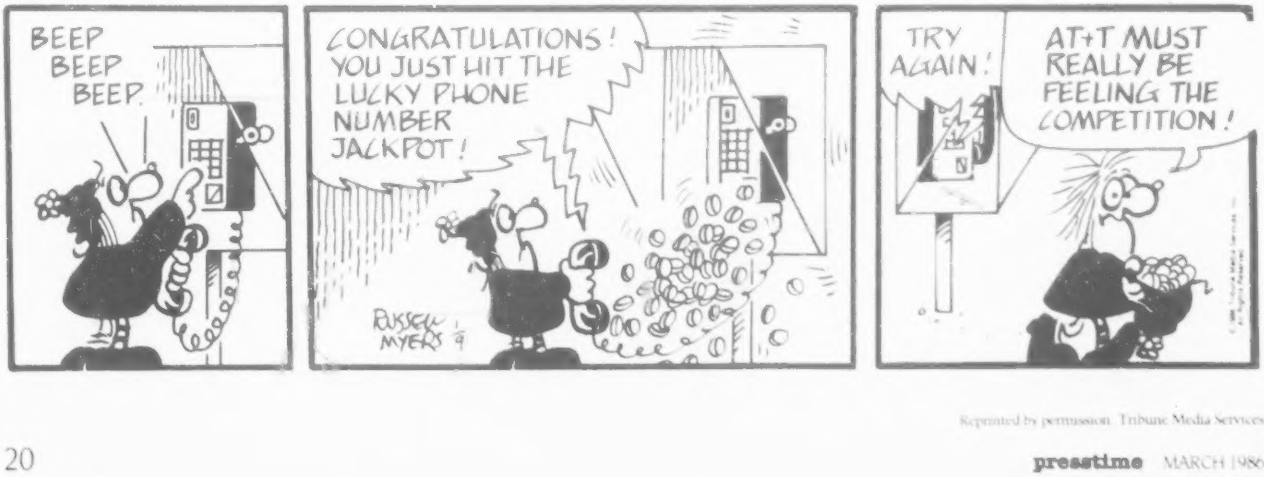
Walker is telecommunications systems specialist in ANPA's Telecommunications Department.

'Broom Hilda' **Russell Myers**


BEEP BEEP BEEP.
CONGRATULATIONS! YOU JUST HIT THE LUCKY PHONE NUMBER JACKPOT!
RUSSELL MYERS 1-9
TRY AGAIN!
AT+T MUST REALLY BE FEELING THE COMPETITION!

Reprinted by permission: Tribune Media Services

tioned at 75-percent capacity most of the day, but during busy times it was pushed beyond capacity. Overflow calls wound up in the accounting department, hampering activities there. The advertising manager wanted to increase staff to accommodate the work flow, but he couldn't do that without purchasing another ACD system. Jim noted that if advertising could find a way to smooth busy-hour traffic out over the entire work day, the overflow to accounting could be eliminated without the addition of personnel or equipment.

Second, editorial employees spent a great deal of time playing "telephone tag" partly because of switchboard backups. Reporters and editors also were aggravated by delays in placing long-distance calls. Jim found that many newsroom problems stemmed from the switchboard operator's losing calls while taking messages for people who could not be located. He also noticed that outgoing calls seemed to bog down when there was heavy activity at the state capital.

Third, in the circulation department there were excessive time lags between receipt of customer complaints and problem resolution.

Dispatchers in the field who had been contacted by "beeper" to call in for messages claimed difficulties getting through to the customer-service number. Customer-service employees said they responded to all calls as quickly as possible. Jim discovered that dispatchers had no priority status over customers when calling customer service.

Needless to say, Jim noted that morale could be lifted considerably in every department with better telecommunications traffic flow.

Ascertain costs. Next Jim analyzed phone bills for the preceding nine months to develop and project expenditures.

He discovered:

- The newspaper had installed an FX line—providing unlimited calling to a distant city for a flat, monthly fee—to the state capital and two Band 0 (intrastate) WATS lines. One of the intrastate lines showed no usage three and four months previously and erratic usage since. Traffic on regular long-distance telephone lines was excessive.
- Several classified advertising agents were staying on the phone too long, according to automatic-call-distributor records. There were repeated instances of certain classified ad stations being taken out of service for extended periods, including busy hours. There were more calls by the ad takers than would be expected on an ACD system.
- Bills for local service indicated the presence of three private lines that were not reflected on inventory records or on PBX-generated call records.
- PBX "configuration sheets" revealed that components of the phone system were not configured properly to handle the flow in all departments. As a result, there was a traffic overload during selected peak periods. The switching equipment could not operate fast enough.
- Replacement of Centrex service with the PBX had reduced equipment costs by 20 percent.

After studying the records, Jim examined the more qualitative aspects of the situation in order to evaluate the resources at hand and compare the costs of action versus the costs of inaction.

> *It appeared that considerable gains could be achieved with relatively little expenditure of money and effort.*

He found the staff generally to be a willing but unguided force in regard to internal telecommunications, the existing telephone equipment, which seemed adequate in theory to meet or exceed the operating parameters established for it, to be in need of considerable improvement, and the local economy providing few constraints on cash-flow projections.

All in all, it appeared that considerable gains could be achieved with relatively little expenditure of money and effort. On the other hand, if Jim let the situation continue, a major revolt was in the offing.

The next step was to assimilate his findings with the newspaper's short- and long-range objectives. He requested, and was granted, access to senior-level strategic planning sessions. From those meetings, Jim determined that the most immediate short-term goal of the newspaper was to increase service-level satisfaction for both advertisers and subscribers. Over the long run, the newspaper hoped to prevent any upstart competition attracted by the area's economic expansion and dissatisfied customers.

Also, growth projections indicated that a move to new facilities would be necessary in about five years and that the newspaper preferred to finance expansion with internally generated funds rather than taking on high debt.

Course of action. Jim finally was ready to explore specific solutions to the internal telecommunications problems. He developed a list of projects that met the needs of the newspaper most fully and provided the best return on investment.

Jim decided to:

1. Purchase a "voice mail" system which, among other things, serves as an automatic answering machine that could be used by individuals when they are not in the office. The system, which performs as if it is integrated into the PBX switch, would cost approximately $5 per user per month. In return, the system would eliminate inefficiency and lost calls at the switchboard, reduce telephone tag substantially, stabilize the traffic flow and alleviate busy-hour crises, and redirect circulation dispatchers' calls from a busy customer service to a private "mailbox". He preferred this option to reinstallation of the Centrex system because replacement of the PBX with Centrex would eliminate the tax benefits of system ownership, represent a loss of capital, eliminate the 20-percent cost savings of the PBX vs. Centrex, and it would not benefit system users. Furthermore, long-range objectives favored depreciation of current equipment to coincide with the expected move to new facilities.

2. Reconfigure the PBX for both internal and long-distance service. By better balancing the traffic flow within the phone system, Jim could improve call-processing rates system-wide. Proper traffic engineering would result in a 25-percent or better reduction in long-distance costs. The money saved could be put toward payment of the voice mail system.

3. Retrain all of the system users.

Retraining the classified-advertising supervisor to use the management reports also would enable him or her to identify problem personnel who close their work stations at inappropriate times and make too many out-going calls.

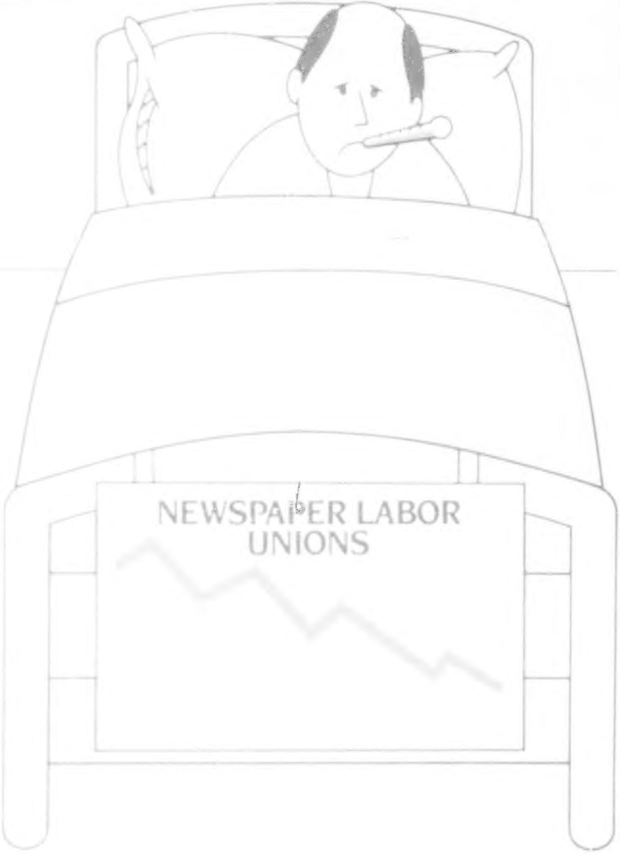
4. Establish a direct ad-copy entry system mainly for classifieds, in which advertisers could send ad copy from a personal computer to the newspaper's mainframe computer. This could be implemented at little cost, utilizing existing but currently unused private lines connected to the mainframe computer.

Thus ends the needs assessment. Jim's problems are far from solved however. He now must find and buy necessary additional equipment. **The "procurement process" will be the subject of an article in the April issue of presstime.** □

THE STATE OF THE UNIONS

Organized labor, though still a strong force in the newspaper business, is losing members and influence

BY CLARK NEWSOM
presstime labor writer



Wayne Vincent

For many reasons—economical, political, social and technological—organized labor continues to lose influence in the United States. Its declining role in the newspaper business is reflective of that national trend. To stop the erosion, newspaper unions are looking to each other for help. In a word: merger. But uniting disparate groups, each with its own strong traditions, has proved to be difficult. The past three years have seen one such merger effort succeed and three fail.

"If the internal stumbling blocks can be overcome, such as who is going to lead, one big [newspaper] union may emerge," says Paul J. Lizundia, secretary-manager of the Pacific Northwest Newspaper Association in Portland, Ore., which assists member newspapers in their labor and personnel relations.

Yet even if the "one big union" emerges from all the current turmoil, many newspaper labor specialists say they don't expect organized labor in the industry to exert a stronger influence five years hence. "I don't see anything on the horizon that will lessen the weakening of the unions," says Keith R. Fuller, director of employee relations for McClatchy Newspapers of Sacramento.

Meanwhile, the three principal newspaper unions are struggling to maintain the status quo. One of them, the International Typographical Union, which primarily represents printers and mailroom workers, has not been able to do that. Especially hard hit by new technology, the ITU has seen its ranks erode steadily since the mid-1960s. Membership now stands at about 43,000 active members—26,000 of them at U.S. and Canadian newspapers.

The Graphic Communications International Union, the principal bargaining agent for pressroom employees, grew through merger to its present position: the largest blue-collar union in the newspaper industry, with 27,500 of its 200,000 members employed there, most of them in pressrooms. But the GCIU has had little recent success in organizing new members at newspapers.

The Newspaper Guild, mainly representing white-collar workers and currently deriving all but 5,000 of its 32,500 members from U.S. and Canadian newspapers, has had no appreciable gain in membership in recent years, despite the addition of more than 10,000 editorial staffers at U.S. dailies since 1978 [presstime, Dec. 1985, p. 14].

The gigantic International Brotherhood of Teamsters is a wild card being watched by both publishers and other unions. Its strength at present is felt at newspapers in only a relatively few large cities where it represents delivery drivers. About 8,000 newspaper employees are in the 1.9-million-member union.

At the end of last year, when total U.S. newspaper employment stood at a record 453,600, an estimated 19.2 percent were represented by unions, compared with 21.4 percent in 1979. The percentage of union members in the entire workforce is even lower. Estimates range from 18 percent, as compiled by the U.S. Labor Department's Bureau of Labor Statistics, to 15 percent, as computed by Professor Herbert R. Northrup, director of the Industrial Research Unit at the Wharton School of the University of Pennsylvania. (See charts, pp. 24 and 30.)

One of the anomalies of the labor scene is that in Canada, the situation is reversed—union representation has grown to 40 percent of the total workforce, although there has been no significant increase in membership in newspaper unions. The overall picture in Canada is brighter, some believe, because of a pro-labor attitude among the public and lawmakers there.

Whatever the cause, it hasn't rubbed off on the United States recently. For U.S. newspaper unions, stopping the slide is the priority. Thus, the current dusting off of the "one big union" prediction.

Similar predictions a quarter of a century ago were "premature," says Professor Gary N. Chaison of the Graduate School of Management at Clark University in Worcester, Mass., and a student of union mergers. Now "the time is ripe" for consolidation into one printing industry union, and "eventually we'll come to that," he says.

Looking at the historical context, Chaison notes that where various crafts broke from an all-encompassing ITU around the turn of the century to form separate unions, "they're coming together again."

Since the merger of the American Federation of Labor and the Congress of Industrial Organizations in 1955, the number of AFL-CIO affiliates has declined from 135 to 95, primarily through the process of merger.

Why the weakening influence? The consensus of more than 20 newspaper executives interviewed by **presstime** over the past two months is that the influence of organized labor in the newspaper business is significantly weaker today than it was five years ago [**presstime**, Aug. 1980, p. 4]. This has come about not only because of internal union problems, but also because newspapers are "managing in a positive fashion," says Fuller of Sacramento, who is chairman of ANPA's Human Resources Committee.

He and other newspaper managers say the companies are paying more attention to the needs of their employees. "Management is getting better in acting [on important concerns] rather than reacting to unions," says James M. Schurz, senior vice president in charge of newspapers for Schurz Communications in South Bend, Ind. Publishers are "treating employees better and involving them more" in the total process of putting out a newspaper, he says. "The payoff is that the work environment is better." (See story, p. 28.)

Unions also have demonstrated a change in attitude that improves the labor-management climate. Victor H. Hanson III, general manager of The Birmingham News, says unions are "more reasonable" today than they were a decade ago. "The unions seem to have more willingness to understand the company's problems," he says.

For example, 25 years ago, the stereotypers' union insisted that four journeyman members were needed to run a new automated plate-casting machine and shaver installed at The Oregonian in Portland. The manufacturer had given the publisher assurances that it could be operated by one man. The dispute over manning became a major issue in an unsuccessful strike by the union.

One reason for the change, according to ANPA Manager/Labor Relations Charles D. Cole, is that unions "see increased productivity is necessary." In many cases, he says, pressmen and mailers units have recognized there was excessive manning, and for a price—such as a guarantee of a week's work for a limited number of substitutes—they have agreed to reduced manning.

Unions are weaker because of internal problems and newspapers' "positive" management.

Keith R. Fuller

Cole adds that many driver units have "reluctantly" conceded that they did not need helpers on some of their routes. "Unions are more attuned to the economic realities of publishing newspapers," he says. "Most of them realize that competition from other media and declining advertising linage in several sections of the country, principally the Midwest, call for adjustments."

As an example of those "adjustments," Cole cites a January 1986 analysis by the ANPA Human Resources Department of press-manning provisions in 316 GCIU labor agreements at newspapers. It shows that manning is determined by management in 36.4 percent of the agreements. Five years ago, only 10.3 percent gave management that latitude.

Unions also are less inclined to strike nowadays. In the 1980s, there have been an average 7.8 newspaper strikes a year in Canada and the United States, compared with an average 23.4 in the 1970s and 22.3 in the 1960s.

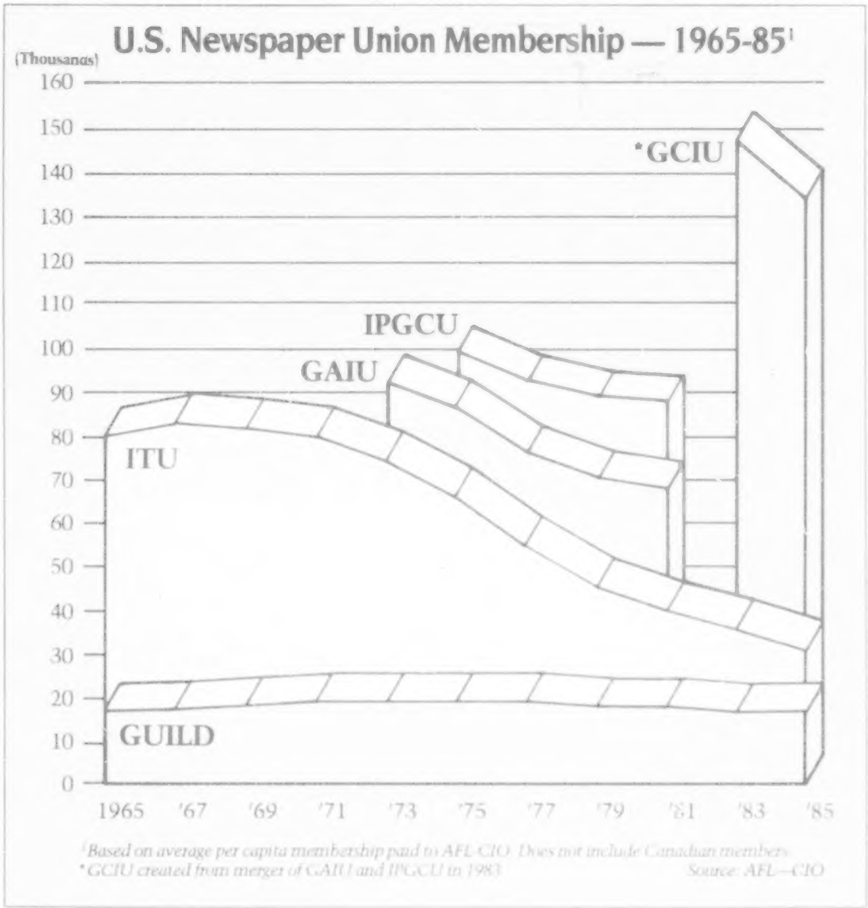
For their part, leaders of the newspaper unions deny that labor has lost much of its clout. If "weakening influence" is interpreted as meaning "less people," that may be true, says GCIU President James J. Norton, but he adds, "I don't believe the influence of the unions is weaker at newspapers."

"I do believe that if we are to face up to the responsibility of representing our members, we must do this within one union," Norton says.

ON STRIKE
CHICAGO TRIBUNE
UNFAIR

Rich Chapman, Paddock Publications

Chicago policeman shows strain of supervising picket lines last July at the Tribune.



U.S. Newspaper Union Membership — 1965-85[1]

[1] Based on average per capita membership paid to AFL-CIO. Does not include Canadian members.
**GCIU created from merger of GAIU and IPGCU in 1983.*
Source: AFL—CIO

Mainly because its members have been least affected by technological change, the GCIU is perceived by most of the newspaper executives interviewed to be, as a whole, the strongest union in the business.

But at those relatively few newspapers where distribution depends upon union drivers, that union is perceived to be the strongest. And this generally means the Teamsters. Of the 60 labor contracts on file at ANPA covering drivers, 47 of them are Teamsters agreements.

The strength of the delivery unions was made clear during two strikes last year. The Chicago Tribune was able to continue publication as Teamsters drivers honored their labor agreement. But The Philadelphia Inquirer and Philadelphia Daily News were shut down largely because the Teamsters' contract had expired and the drivers refused to work.

Nevertheless, it is possible for a large metropolitan newspaper to deliver copies even when its drivers are on strike. For example, The Toronto Star published and distributed during a four-day Guild strike in 1983 by hiring temporary replacements for its Guild-represented drivers. A smaller paper, The News Tribune of Woodbridge, N.J., was able to deliver its papers through an outside distributor during a labor dispute that began in late 1985.

Labor specialists cite two important factors in delivering during a strike—a police department and a judicial system that will enforce the laws impartially.

Groping toward one union. Against this background of a changing work environment and shrinking union rolls, the leaders of the three principal newspaper unions all desire to merge their organizations. But since July 1983—when the Graphic Arts International Union merged with the International Printing and Graphic Communications Union to form the GCIU—their labors have borne no fruit. Nonetheless, the effort has been constant.

- August 1983—Teamsters President Jackie Presser, speaking at the ITU convention, offered to make the ITU a "national division" of his union. Later in the same convention, delegates voted against a proposal to merge with the Guild, ending a six-year effort to join those two unions.
- November 1983—In the ITU's presidential election, Robert S. McMichen, who favored merger with the GCIU, defeated incumbent Joe Bingel, who supported affiliation with the Teamsters.
- March 1984—Merger talks between the ITU and GCIU were ended, and the ITU and Teamsters began discussions.
- August 1984—The U.S. Labor Department certified a rerun election for the top five ITU offices, in which McMichen again defeated Bingel and anti-Teamsters-merger forces emerged with a 3-to-2 edge on the executive council.
- September 1984—The ITU convention gave McMichen 90 days to reach a merger agreement with the GCIU, but a proposed merger document was subsequently rejected by the GCIU's general board.
- August 1985—In a referendum, the ITU membership rejected a proposed merger with the Teamsters.
- September 1985—GCIU President Kenneth J. Brown, who had led the unsuccessful effort to merge his union with the ITU, retired unexpectedly. Brown was succeeded by Norton, who also favors merger among unions serving the newspaper industry.
- January 1986—Merger talks between the GCIU and the ITU resumed.

"The ITU membership recognizes more than ever that it needs to be affiliated with another union in order to stop the continued erosion of its bargaining strength," says H.J. (Jack) Kracke, executive director of the Publishers' Association of New York City, which represents the Daily News and The New York Times in negotiations with unions. "If a merger with the GCIU doesn't take place soon, the Teamsters may very well be back in the picture."

Professor Chaison cites the following benefits of union mergers: lower costs in providing service to members in the legal and research areas, elimination of jurisdictional disputes, improved lobbying, protection against raids by other unions, and improved organizing.

But there also may be disadvantages from organized labor's

Differences of opinion do not mean "we will differ on our ultimate goal" of an ITU-GCIU *merger.*

Robert S. McMichen

viewpoint. One is that "merger can become a substitute for organizing," Chaison says. "And there is no evidence that mergers provide for more effective strikes."

The latest round of merger discussions between the GCIU and the ITU began Jan. 23-24 in Washington, D.C. They continued in the background of the AFL-CIO Executive Council's annual winter meeting Feb. 17-21 in Bal Harbour, Fla.

"I am optimistic about bringing about a merger, and I think the rank-and-file of both organizations are in agreement with that concept," says Norton. He adds, however, that any merger "must be good for the industry" and "financially sound."

Norton also notes that any new merger cannot be allowed to "disrupt" the two-union consolidation three years ago that formed the GCIU. He notes that conditions were attached to that merger that carry into 1992.

Following the GCIU-ITU discussions in January, Norton and ITU President McMichen said the two outstanding issues to resolve were ITU dues in a merged union and the future of the ITU's Union Printers Home in Colorado Springs, which houses about 140 elderly members. The first merger agreement between the two unions, negotiated in early 1985 and subsequently rejected by the GCIU board, guaranteed the financial future of the home through deeding the ITU office complex—then appraised at about $5 million—to the Union Printers Home Corp.

But even as merger talks with the GCIU resume, there is lingering bitterness in the ITU hierarchy over the failed attempt to become part of the Teamsters union.

McMichen sought to patch over that bitterness when he wrote in a recent issue of the Typographical Journal: "Just as differences of opinion and strategy have always existed among the members of the ITU Executive Council and most likely always will, even among the closest of allies, that does not mean we will differ on our ultimate goal or that our goal will not be reached."

Standing by and watching carefully as the GCIU and ITU negotiate is The Newspaper Guild. "We still think that the interests of employees would be best served by one big union" in the newspaper business, says Guild President Charles A. Perlik Jr. "We hope the ITU-GCIU talks are conclusive." If that happens, Perlik says his union would pursue efforts to link the Guild and the union resulting from the merger.

Professor Chaison believes the one union would first have a divisional structure for certain crafts to minimize the potential problem of less attention being given to particular groups. A centralized structure would come later.

Roy W. Anderson, ANPA vice president/human resources, observes that the long-term goal of one big union "still requires successful newspapers for survival. In newspapers where the management-labor relationship exists, anything less than total commitment to this result" gives competing media "a great advantage."

The merger of the GCIU and ITU, if accomplished, "would combine the last elements of the traditional newspaper craft unions and create a broader industrial union," Anderson points out. "The strength of this new union would be primarily in efforts to organize non-union employees. The need for multiple leadership at the international and local levels would be eliminated, and those resources could be used for building a larger union."

Targets for organizing. As the international unions pursue merger, their locals are being urged to follow the guiding dictum of unionism: Organize the unorganized.

The GCIU, ITU and Guild have only a small number of paid organizers to cover the United States and Canada: 12, six and two, respectively. The task hasn't been an easy one, and the results reflect that.

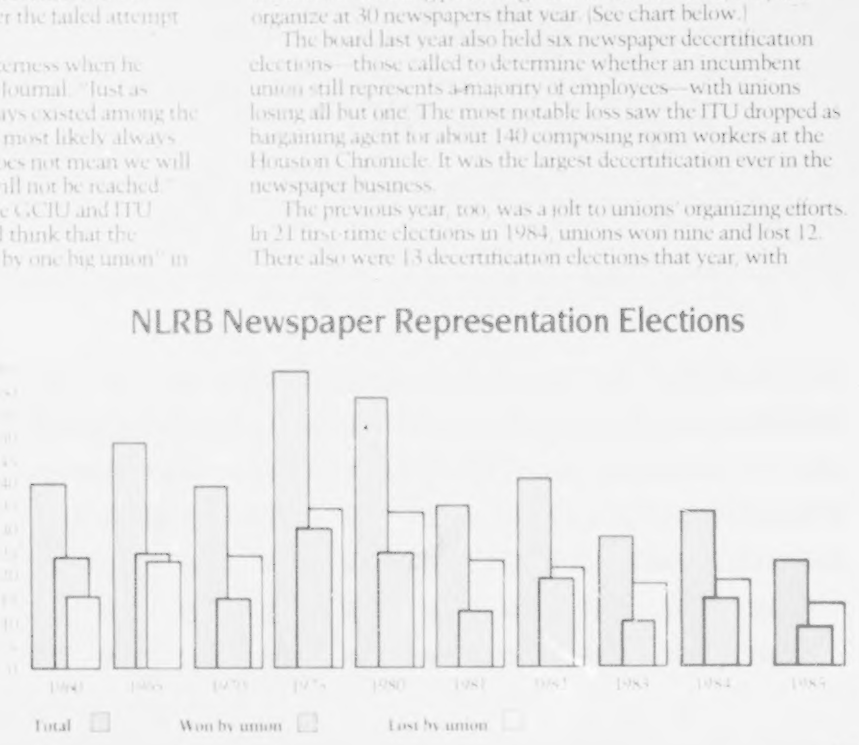
For the past 10 years, the number of representational elections conducted by the National Labor Relations Board has been dropping in industry generally and in the newspaper business in particular. At the same time, organized newspaper employees have been voting in greater numbers to decertify unions as their bargaining representatives.

Last year union organizational attempts at newspapers led to only 17 NLRB representation elections, and the unions lost nine of them. A decade ago there were 64 such elections at newspapers, and while the unions' winning percentage was about the same, they did organize at 30 newspapers that year. (See chart below.)

The board last year also held six newspaper decertification elections—those called to determine whether an incumbent union still represents a majority of employees—with unions losing all but one. The most notable loss saw the ITU dropped as bargaining agent for about 140 composing room workers at the Houston Chronicle. It was the largest decertification ever in the newspaper business.

The previous year, too, was a jolt to unions' organizing efforts. In 21 first-time elections in 1984, unions won nine and lost 12. There also were 13 decertification elections that year, with

NLRB Newspaper Representation Elections



unions losing all but three. However, in three of the decertifications the employees selected another union to represent them.

In industry as a whole, the NLRB reports that preliminary figures for the fiscal year ended Sept. 30, 1984 (the latest year for which figures are available), show 3,561 elections were conducted, with unions prevailing in 46.2 percent. This compares with 3,492 in fiscal 1983, when unions won 47.7 percent. The NLRB also reports that the percentage of union wins in decertification elections dropped from 25.2 percent in 1983 to 23.5 percent in fiscal 1984. There were 874 decertification elections in 1984 and 922 in 1983.

Again, 10 years ago the picture was considerably brighter for the unions. In 1975, unions won 49.6 percent of the 8,061 representational elections in all of industry and 26.6 percent of the 516 decertification elections.

Scanning the organization picture, newspaper labor-relations specialists observe that the Teamsters union has not emerged as the organizing threat portrayed in Presser's address to the 1983 ITU convention. Last year, it was involved in four newspaper elections and lost three of them. It recently filed a petition with the NLRB to represent about 80 part-time mailroom employees at the Wichita (Kan.) Eagle-Beacon.

The Teamsters union is, however, particularly strong in Ohio, where it represents mailers and composing room workers at The Plain Dealer in Cleveland and mailers at The Columbus Dispatch, all of whom were represented by the ITU prior to NLRB decertification elections in 1984.

Despite the recent weak results of organizing efforts at newspapers, management and labor leaders agree there are targets available at newspaper plants, particularly in the mailroom and delivery functions. "Any department where there are a lot of people doing similar jobs" is most susceptible to being organized, observes Hanson of Birmingham.

With fewer than 10 percent of the newsrooms at U.S. and Canadian daily newspapers organized, "We've never lacked for organizing opportunities," comments the Guild's Perlik.

Asked which union has the best chance to make inroads organizing newspaper employees, Schurz says "the union itself is not as important as the organizer." Some unions that are strong in a particular community, such as the International Brotherhood of Electrical Workers, may have a better chance than the traditional newspaper unions, he notes.

One such non-newspaper union—the Communications Workers of America—last year organized advertising, bookkeeping, editorial and dispatch employees at The Post-Crescent in Appleton, Wis. Although The Post-Crescent is the only newspaper in the United States or Canada where the CWA enjoys bargaining rights, some observers believe the union eventually will play a significant role in newspaper labor relations (presstime, Jan. 1983, p. 34). Currently, the CWA is directing its energies toward new contract talks with AT&T and the regional Bell companies.

Shifting union goals. While the newspaper unions continue to proclaim organizing as their primary goal, they increasingly are

Unions Get a Taste of Their Own Medicine

Publishers aren't the only ones who negotiate with unions. The leaders of international unions do too.

About 70 employees of the International Typographical Union are represented by three locals of the independent International Federation of Staff and Office Employees' Union. New agreements were reached recently with the two locals representing the clerical and headquarters staff in Colorado Springs. The agreements guarantee severance pay for any ITU employees whose job may be eliminated in a merger with another union. But negotiations with the local representing field personnel—international representatives and organizers—were at an impasse in late February.

The Graphic Communications International Union, with headquarters in Washington, D.C., employs about 80 people. Half are represented by a local of the Office and Professional Employees International Union. International representatives and organizers are represented by the Independent Union of Graphic Industry International Personnel.

The Newspaper Guild, also based in Washington, has about 30 employees. The clerical staff is represented by the OPEIU. The administrative staff and international representatives are represented by the Federation of Guild Representatives.

Even the AFL-CIO sometimes has labor troubles. Its headquarters building in Washington was virtually shut down for two days in January when more than 200 rank-and-file employees observed picket lines set up by a small group of workers represented by the Guild in the Food and Allied Service Trades Department.

C. David Rambo

Michael P. McNally (left), secretary-treasurer of the Graphic Communications International Union, meets with office manager Charles C. Price (center) and chief accountant Stephen E. Miles.

placing greater emphasis on other concerns. For the two major production unions, job security has risen to the top of the list; for the Guild, it is salaries.

The ITU has "made it clear" that job security is its main concern, notes Sacramento's Fuller.

At the same time, observers note, publishers are seeking more "flexibility" in their labor agreements—that is, the ability to transfer workers based on staffing requirements.

As those antithetical goals are put forward at the bargaining table, the ITU is demonstrating "more resistance" to publishers' demands for flexibility, says David J. Winkworth, manager of the Publishers Bureau of New Jersey, which handles labor relations for newspaper clients.

At the Guild, Perlik says it is time to halt the long period of "concession" bargaining. Perlik also notes a prediction he made at the 1983 ANPA Convention—the first $50,000-a-year top minimum for reporters in a labor agreement—may come to pass in 1987 in New York City.

C David Rambo

James M. Cesnik, editor of The Guild Reporter, The Newspaper Guild's fortnightly publication, and Guild data clerk Dorothy Davis examine back issues of the Reporter.

Another Guild goal—salary parity between advertising salespeople and reporters—has come under fire by some newspaper executives. William M. Clemens, general manager of The Pueblo (Colo.) Chieftain, says, "Parity is paralysis. It's a sickness that needs to be doctored."

"The Guild has saddled newspapers with restrictive practices in setting salaries for salespeople like the top minimum for reporters," Clemens says. "We're competing with electronic media," and "salespeople on guaranteed salary don't have the incentive to produce." Salespeople at his newspaper, which has a Guild contract, are paid on a salary/commission basis. "Too many professional labor people are still thinking '1960s,' " he adds.

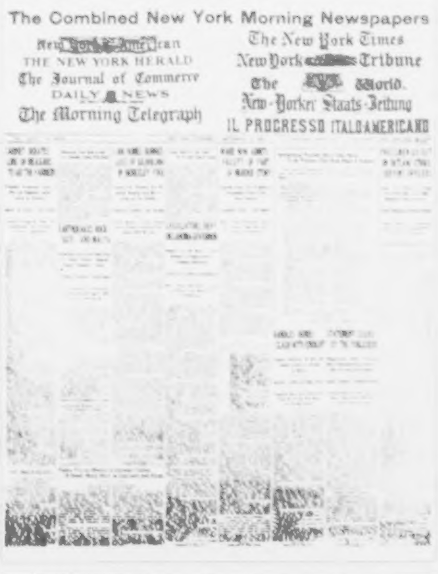
Ray Maly is another newspaper executive who believes "it's important to break away from everyone receiving the same wages. Employees should be paid on performance. This goes for both union and non-union people." Maly, vice president/operations for The Columbian of Vancouver, Wash., adds: "We've always had a good working relationship with our unions, but we won't let them run our business."

The GCIU's Norton says one of his goals is "to re-establish a line of communications with the various employers, from the newspaper publishers' association to the associations representing box manufacturers," packaging companies and other container businesses. He notes that publishers' needs vary from city to city, and communication "away from the heat of the bargaining table may give us the opportunity to educate both sides [as] to each other's needs."

Norton, who was elected president Nov. 12, 1985, says the theme of his administration is a quote from John F. Kennedy: "Problems when discussed become situations, and situations can be adjusted."

But at the Chicago Tribune, where about 1,000 printers, mailers and pressmen have been replaced since the strike by the GCIU and ITU began last summer, the vice president and director of employee relations says "economic reality" often has been absent from newspaper labor negotiations.

George D. Veon adds that even when major technological changes were being made in the 1960s and 1970s, newspapers


The Combined New York Morning Newspapers

New York American
THE NEW YORK HERALD
The Journal of Commerce
DAILY NEWS
The Morning Telegraph

The New York Times
New York Tribune
The World.
New-Yorker Staats-Zeitung
IL PROGRESSO ITALOAMERICANO

Joining Forces In Earlier Era

Newspapers sometimes must take drastic action to keep publishing during a labor strike. One of the boldest undertakings occurred Sept. 19, 1923, when 10 morning newspapers in New York produced a combined edition. Still publishing today are The New York Times, the Daily News, The Journal of Commerce, Il Progresso Italo-Americano and New-Yorker Staats-Zeitung, now a weekly called Staats-Zeitung und Herold.

tended to negotiate on the basis of tradition. "For example, when teletypesetter equipment was introduced, economic reality said you could hire skilled typists who could do the work faster and better than journeymen Linotype operators at about half the cost. Instead of doing that, as an industry for the most part, we accepted the union thought-process that such employees had to be classified as journeymen.

"We followed the same path of least resistance as photocomposition or cold type came on the scene. The people who did that work were declared journeymen, although few of us really believe that economic reality really requires that we pay people $20,000-30,000 a-year to paste pieces of paper on other pieces of paper. Most other industries would have said, 'Hey, that's a new job, let's evaluate it and pay whatever it's worth.'"

In today's competitive business environment, "We are going to have to rethink our position," Veon says. "We need to find new ways to compete and to control costs. In the manufacture of our products, we are restricted, primarily by time. We can't decide to have all or part of the product manufactured off-shore, like an auto company or a clothing company."

The next five years. Unless one strong union emerges from the current disarray among newspaper unions, both labor and management officials believe organized labor's position in the newspaper business will continue to deteriorate.

"I don't think the ITU will have many contracts in 50,000-circulation-and-under newspapers," says Clemens of The Pueblo Chieftain.

Stephen Rogers, president of Syracuse Newspapers Inc., notes that as pagination and other sophisticated computer equipment is introduced at more and more newspapers, professional employees will be needed to perform additional tasks previously handled by composing room workers and other-pre-press personnel.

Another veteran participant in labor relations makes the same point: "Due to changes in production methods, the unions will have fewer members," says Winkworth of New Jersey. "A lot of the work will be done by non-union people."

Looking toward the future, a 27-member AFL-CIO Committee on the Evolution of Work, which included then-President Brown of the GCIU, issued a report last year noting that union membership in the United States had declined in absolute numbers as well as in percentage terms during the 1980s.

But while the percentage of organized workers in the United States dropped from 30 percent to 20 percent between 1963 and 1983, the report noted, organized labor in Canada was enjoying a boom—sprinting from 30 percent to 40 percent of the workforce.

The report attributed the different Canadian experience to more liberal labor laws there. In Ontario, for example, a union is granted automatic certification as bargaining representative of a group of employees by filing cards with the labor board signed by 55 percent of the workers authorizing the union to represent them.

Reducing Employees' Desire for Unions

BY MARK INGHAM

"We want to be responsive to your needs consistent with sound management and the fair treatment of all employees. We do not feel you will find it necessary to pay someone to speak for you to get fair treatment at KPC."

This is how Knight Publishing Co. of Charlotte addresses the issue of organized labor in its employee handbook. While many newspapers may be concerned with dealing with unions, more and more papers are adopting that kind of philosophy, which tends to make unions unnecessary in the eyes of employees. The Charlotte Observer, for example, has no unions.

The philosophy is manifested in many ways, including attitude surveys, grievance procedures, in-house communications, training programs and management style.

Patricia P. Renfroe, ANPA manager/personnel relations, cites results from a 1978 study by The Journal of Applied Psychology as evidence of the need for improved communications between management and employees and for modern personnel practices overall. In the study, 34,000 employees in various industries were asked to rank, in order, the top three job morale factors. They turned out to be:

- Full appreciation of work being done
- Feeling "in" on things
- Sympathetic help on personal problems.

At the same time, the supervisors of these employees predicted that the top three choices would be wages, job security and promotion.

Many newspapers improve communications by conducting employee attitude surveys [presstime, May 1985, p. 22]. At The Orlando Sentinel, for example, when the results of its biennial survey are released, managers must develop a plan to address specific matters that have been brought to light. "We pay a lot of attention to it," says Gerri Cordle, vice president and director of employee relations.

At Harte-Hanks Communications Inc., where unions represent less than 1.5 percent of all employees, such surveys are conducted by each of the group's newspapers at least once every 18 months, according to H. Rad Eanes III, vice president, human resources, of the San Antonio-based company.

Experts say employee attitude surveys are an excellent means of giving employees a voice in the organization, but it is preferred that they be conducted by an outside agency to guarantee the respondent's anonymity. It is also essential that the employees see the results acknowledged.

Ingham is ANPA personnel relations associate.

"There is a stronger voice from the left," says C.J.H. (Chris) Davies, director of industrial relations for The Toronto Star. He also notes "a lot of English and Scottish labor influence in the English-speaking part of the country."

As to the steadily declining union membership in the United States, Deputy Undersecretary of Labor Stephen I. Schlossberg says that U.S. labor laws permit companies to defeat unionism "by delay," in contrast to Canada, Australia and other countries where employers "can't stall" a union representation election.

"Sometimes it takes three years to get an election" after a representation petition is filed in the United States, he notes. The U.S. culture "is somewhat anti-union," adds Schlossberg, a former general counsel of the United Auto Workers union.

As organized labor sees it, anti-union sentiment is manifested in the decisions handed down by the five-member NLRB since Reagan appointees assumed majority status in 1983. The AFL-CIO Lawyers Co-ordinating Committee reports that there have been 30 cases since 1983 in which the board

Personnel Director Sharon K. Nesselroad says that at the Greensboro (N.C.) News & Record, employees can view the results of the attitude survey and can submit collective or individual comments about the data. Managers are held responsible for setting priorities and developing action plans based on the survey results.

While employee attitude surveys are helpful in determining composite employee opinions, personnel specialists say it is also a good idea to have a procedure for a more individualized approach—a grievance procedure, for instance.

Several personnel managers say that the kind of grievance procedure commonly available to employees at newspapers with union contracts can be even more effective in a union-free environment [**presstime**, Dec. 1981, p. 42]. That's because non-union employees represent themselves rather than rely on a third party. Or, if they prefer, the employees can ask the personnel manager to assist in the grievance procedure.

"I am an employee advocate," says John F. Bowyer, personnel manager at The Charleston (W.Va.) Gazette and Charleston Daily Mail. "I try to represent the best interests of the employees to management, and vice-versa."

With such an open-door policy, employees know that they have direct access to senior management and will be given every opportunity for a fair hearing, Bowyer says.

For many employees, more important than the fair hearing is the sense that they will not be treated capriciously by a supervisor. With grievance systems in place and operating, employees know that management is committed to fair and equitable operating procedures, personnel specialists say. "There is a concerted effort to see that there is fairness," says Greensboro's Nesselroad, "and the employees know it."

To keep employees informed of activities within the organization, a large number of newspapers produce employee newsletters [**presstime**, Jan. 1984, p. 30]. It's one way of addressing the desire of employees to feel "in" on things.

However, a newsletter is only one-way communication. This type of "communication is very important," says Orlando's Cordle, "but I put the emphasis on listening."

The Sentinel holds question-and-answer sessions once every two weeks that are attended by seven members of the top-management staff—including the publisher, general manager, vice presidents and directors—and 35 to 40 employees. In these sessions, employees pre-submit questions to be answered by the applicable senior manager. "They are tough questions with frank answers," says Cordle. The sessions are recorded and printed in the employee newsletter.

Another means of facilitating in-house communication is the "brown bag" lunch, used to disseminate information on a particular topic. Special memos and company bulletin boards also can be helpful.

Some newspapers have training and development programs to keep their employees up-to-date on technological skills and management policies. Upgrading the skills of supervisors is an important factor in developing a union-free environment, says H. Michael Tyson, vice president of finance and administration at the Houston Chronicle. "Supervisors need to concentrate more on managing and less on treating people like contract laborers," he explains.

Such management development programs are also a way of communicating to the supervisors the company's philosophy about many things, including unions. "Making unions unnecessary depends on what vision you have for the people—what you want to build," says Harte-Hanks' Eanes. "We work from a philsophy of common goals with our employees, whether they are represented by a union or not," he says.

Newspapers like The Charlotte Observer have trainers who work exclusively with supervisors to communicate, among other things, the company's philosophy that managers should treat people the way they would like to be treated. "It was important enough to be written down in the Bible a couple of thousand years ago, and it still works for us today," says President and Publisher Rolfe Neill.

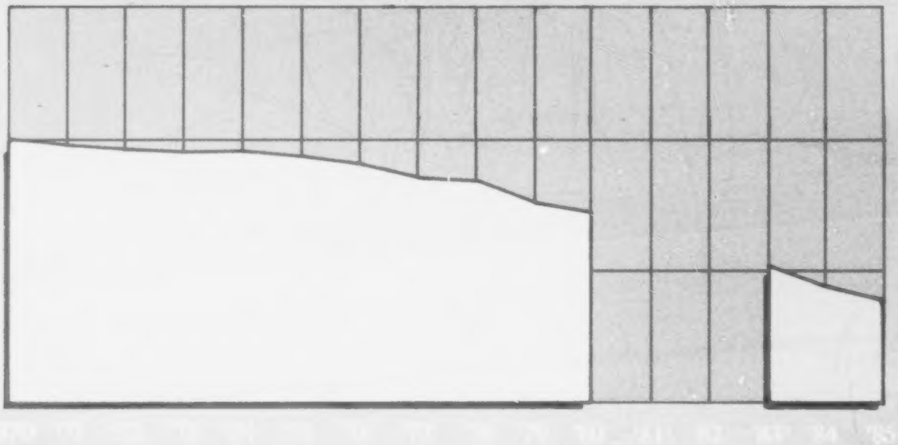
Progressive personnel policies can lead to situations where employees in a bargaining unit re-evaluate the need to continue paying dues to their union.

At the Houston Chronicle, where employees voted last year to decertify the union in the composing room, Tyson says, "We created an atmosphere of trust and allowed our employees an opportunity to get ahead based on merit."

In Greensboro, mailers and platemakers remain part of a bargaining unit at the News & Record, but they signed an agreement more than two years ago to continue working without a contract. "All we want is a chance to manage union employees the way we are managing employees without a contract," says Conrad M. Hall, executive vice president of Landmark Communications Inc., the parent company.

Says Orlando's Cordle, "I don't believe that the unions will go after a company that is well-managed."

Union Membership as Percentage of U.S. Workforce*



*Working in non-agricultural establishments
[1]Dues-paying union members (1970-80)
[2]Figures not available (1981-82)
[3]Employed wage and salary union members (1983-85)

Source: U.S. Department of Labor, Bureau of Labor Statistics

Alberto Pacheco

reversed earlier precedents favoring unions.

The current NLRB asserts that its interpretations of the nation's primary labor law—the Taft-Hartley Act of 1947—are more equitable than the pro-labor rulings made by the board during the Carter administration [presstime, Dec. 1984, p. 54].

However one views today's NLRB, this much is clear: As administrations come and go, the NLRB's treatment of labor issues fluctuates. Thus the 1988 presidential election will once again affect the course of the labor movement in the United States.

ANPA's Cole notes that other laws designed to protect workers, such as the Age Discrimination in Employment Act, the Occupational Safety and Health Act and the Civil Rights Act of 1964 that created the Equal Employment Opportunity Commission, have contributed to employees' lessening interest in paying dues to unions. In other words, the federal government is handling some workplace concerns that otherwise might fall to organized labor.

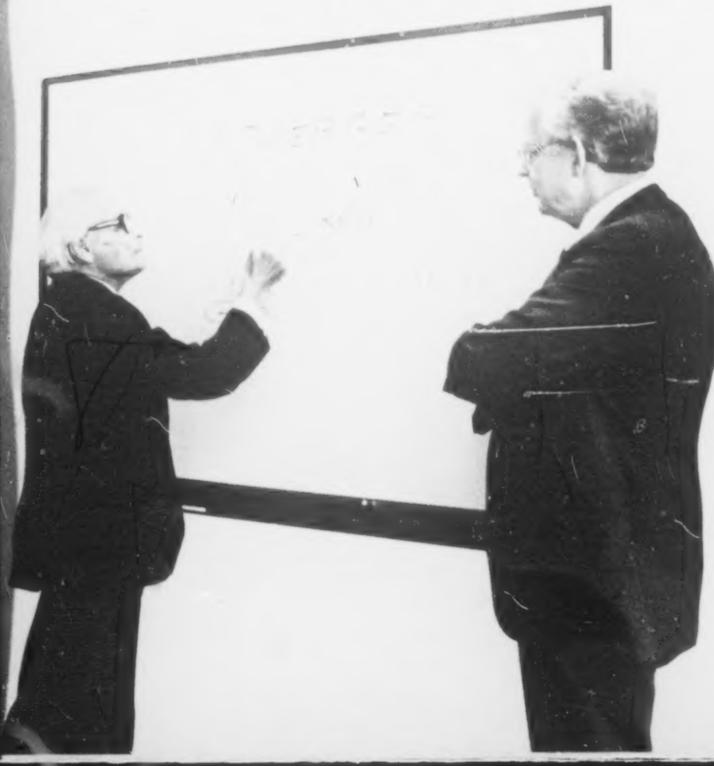
Responding to the reduction in union membership, the AFL-CIO's 30th convention last October adopted a recommendation of the Evolution of Work Committee to create a new category of associate membership for individuals who are not part of organized bargaining units. They will be offered certain services and benefits. One advantage the labor federation foresees is establishing a reservoir of workers who might become inclined to seek full-fledged union status.

Murray Seeger, AFL-CIO director of information, says the federation is negotiating with insurance carriers about test-marketing various forms of life insurance and medical benefits for associate and other members. Negotiations also are under way with credit card sponsors to offer cards with either no annual fees or low carrying charges, and to provide other financial services.

Seeger says some test-marketing may start in April. Individual unions will furnish the names of 75,000 current members who will be surveyed to determine which benefits are the most attractive. A second survey of 200,000 members will be made on items that receive a good response. "If all signs are still positive, we'll go into a mass marketing program," Seeger says. "Think of it as the federation being the wholesaler and the individual unions the retailers."

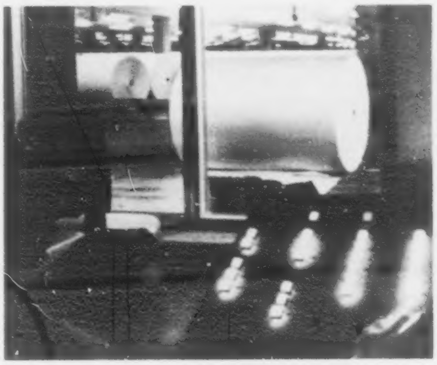
Fresh initiatives such as the associate membership program are cited by some experts as evidence that unions may yet regain some of the power they have lost in recent years.

Schlossberg, who is deputy undersecretary of labor for labor-management relations and cooperative programs, admits that organized labor "is in some trouble today" but says "the pendulum is bound to swing." Collective bargaining "is a manifestation of freedom," he says, and "a strong labor movement is essential to a free society." ☐

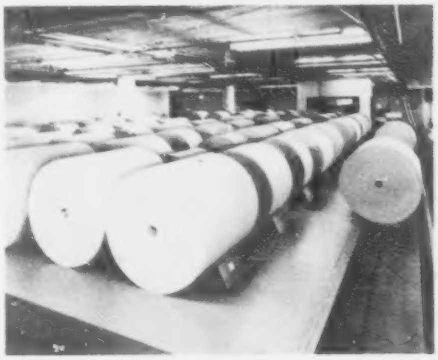


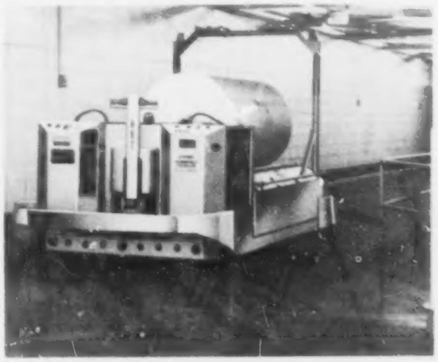
As merger talks between the two unions begin, GCIU President-emeritus Sol Fishko (left) and ITU Vice President Billy J. Austin chart the way the hierarchy might look after consolidation.

An Automatic Approach To Newsprint Roll Handling.



With today's trend towards automation, Webb automatic newsprint roll handling systems are fast becoming a key area for trimming production costs in the newspaper industry. From wrapped roll storage to the reel stands, time and efficiency are critical when handling the necessary tonnage of paper rolls to meet daily production schedules. Webb newsprint roll handling systems feature state-of-the-art equipment and controls ranging from simple gull wing conveyors to sophisticated AGVS (automatic guided vehicle systems). With basic information from the customer, Webb can custom-design a cost efficient, automatic system including preliminary concepts, rough pricing, and project scheduling. Innovative experience has earned Jervis B. Webb an unparalleled, worldwide reputation of quality and reliability in newsprint roll handling.





For more information on paper and newsprint roll handling systems call our Material Handling Hotline: 313/553-1220.

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ASSOCIATIONS: Part II

The second half of presstime's listing of newspaper-related associations

BY GENE GIANCARLO

There is nary a newspaper department whose employees do not have available a professional or trade association they may join.

The following summary of 38 organizations covers the categories of advertising, circulation, business and personnel, international, sports and women. It completes presstime's accounting of 75 national and international groups.

Most information in the longer entries came from responses to a presstime questionnaire. The shorter entries were pieced together by telephoning and from the *Encyclopedia of Associations*.

The February issue listed six trade and 30 editorial associations (pp. 26-31). This final installment lists 15 organizations in the fields of advertising, circulation, business or personnel; eight in the international category; 11 for sports journalists; and five for women journalists. ☐

Giancarlo is former executive director of the American Society of Newspaper Editors. This is the second half of his compilation of associations whose members include newspapers or their employees, or organizations representing newspapers.

ADVERTISING, CIRCULATION, BUSINESS, PERSONNEL

Advertising Media Credit Executives Association International Inc., 3803 S. Beverly Hills Drive, Toledo, Ohio 43614; (419) 245-6024
Staff: 2. *Founded:* 1953. *Members:* 340. *Board/dir.:* 12. *Current pres.:* Ralph J. Sattler, San Francisco Newspaper Agency; *pres.-elect.:* Ms. Jerry Hughes, Los Angeles Times. *Contact:* Alfred Kearns, The Toledo Blade, exec. sec.-treas.
Annual dues: $75. *Budget:* $100,000-plus.
Membership requirements: Open to credit executives of any firm or corporation engaged in the publication of newspapers and magazines, the operation of radio and television stations, and like media approved by the board of directors.
Goals and purposes: To improve the comprehension, understanding and techniques in credit management by the exchange of ideas, methods and procedures. To encourage study in advanced educational courses in related subjects. To elevate the efficiency and capacity of its members and to seek recognition for their profession.

Association of Newspaper Classified Advertising Managers, P.O. Box 223, Danville, Ill. 61834; (217) 442-2057
Staff: 2 full-time, 1 part-time. *Founded:* 1920. *Members:* 701 (597 U.S./Canadian, 64 overseas, 40 associates). *Board/dir.:* 16. *Current pres.:* Herbert G. Barger, Houston Chronicle; *pres.-elect:* Lee C. Bollinger, Santa Rosa (Calif.) Press-Democrat. *Contact:* Frank B. Harris, gen. mgr.
Annual dues: $85-$475, based on circulation. *Budget:* $189,370.
Membership requirements: Proprietor (individual or corporate) of a qualified newspaper, service enterprise or education institution serving the newspaper classified industry.
Goals and purposes: To further the interests of advertising in general and classified advertising in particular; to acquire and disseminate through the interchange of ideas, a clearer understanding of classified advertising; to maintain advertising standards of practice; to promote the education of the members; to further the interests of the members; to monitor legislation affecting the newspaper industry.

Association of Paid Circulation Publications, P.O. Box 33641, Washington, D.C. 20033; (202) 296-8487
Founded: 1964. *Members:* 23. Jacquelyn L. Jackson, exec. dir.
Business publications, magazines and newspapers qualifying for second-class postal rates.

Audit Bureau of Circulations, 900 N. Meacham Road, Schaumburg, Ill. 60195; (312) 885-0910
Staff: 200. *Founded:* 1914. *Members:* 5,100. *Board/dir.:* 33. *Chairman:* David K. Braun, General Foods Corp.; *vice chair.:* Michael D. Drexler, Doyle Dane Bernbach Inc. *Contact:* David Keil, pres. and managing dir.
Annual dues: Varies by category, size, etc.
Membership requirements: Any individual, firm or corporation which advertises, which conducts an advertising agency, which requires circulation information or other ABC data, or which publishes a publication eligible for membership.
Goals and purposes: To issue standardized statements of circulation data or other data reported by a member; to verify the figures shown in these statements and to disseminate data for the benefit of advertisers, advertising agencies and others interested in facts in the advertising and publishing industry.

Canadian Advertising & Sales Association, Suite 221, Royal Connaught Hotel, Hamilton, Ontario, Canada L8N 1A8; (416) 528-1376
Staff: 1. *Founded:* 1946. *Members:* Approx. 2,000, plus corporate memberships. *Board/dir.:* 14. *Current pres.:* L. Magnifico, Winnipeg (Manitoba) Free Press; *pres.-elect:* N. Ferner, Calgary (Alberta) Herald. *Contact:* G. F. Rihbany, exec. sec. and treas.
Annual dues: $13; $300 for a corporate membership. *Budget:* $30,000.
Membership requirements: Must be a member of an accredited advertising and/or sales club.
Goals and purposes: To act as an umbrella for the member clubs and a coordi-

The International Circulation Managers Association plays a major role in events such as the December 1984 single-copy sales symposium in Dallas.

nating body for the distribution of material, etc. pertinent to the advertising and sales fields; also make submissions to the government regarding legislation.

Canadian Circulation Managers Association, P.O. Box 200, Owen Sound, Ontario, Canada N4K 5P2; (416) 376-2250
Staff: None. *Founded:* 1933. *Members:* 130 (110 regular, 20 associates). *Board/dir.:* 12. *Current pres.:* Vic Lorenzo, Calgary (Alberta) Herald; *pres.-elect:* Barrie Woodley, London (Ontario) Free Press. *Contact:* M.E. Fearnall, sec.-treas.
Annual dues: $50.
Membership requirements: Must be a daily newspaper circulation executive.
Goals and purposes: The mutual enlightenment of members and the furtherance of circulation departments.

International Circulation Managers Association, The Newspaper Center, Box 17420 Dulles Airport, Washington, D.C. 20041; (703) 620-9555
Staff: 4 full-time, 2 part-time. *Founded:* 1899. *Members:* 1,500. *Board/dir.:* 23. *Current pres.:* Russell Barcroft, Santa Barbara (Calif.) News-Press; *pres.-elect:* Richard Lakus, Worcester (Mass.) Telegram & Gazette. *Contact:* Joseph B. Forsee, gen. mgr.
Annual dues: Based on circulation (from $50 to $350); $65 after the first regular membership, regardless of circulation; associate memberships, $95. *Budget:* $550,000.
Membership requirements: Individuals in charge of daily newspaper circulation department or principal division thereof; same for weekly newspapers, circulation service/supply organizations, faculty of accredited journalism schools and overseas memberships.
Goals and purposes: As an organization of newspaper executives in marketing the newspaper to the consumer, ICMA's purpose is to share information and provide service to its members.

International Newspaper Advertising and Marketing Executives, The Newspaper Center, P.O. Box 17210 Dulles Airport, Washington, D.C. 20041; (703) 648-1168
Staff: 10. *Founded:* 1911. *Members:* 1,200 firms; 3,600 individuals (1,000 newspapers, 15 associations, 12 ad rep. firms, 80 educators, 100 auxiliary). *Board/dir.:* 23. *Current pres.:* Robert C. Momsen, St. Paul Pioneer Press Dispatch; *pres.-elect:* Alan H. Dant, The Plain Dealer, Cleveland. *Contact:* Sidney W. Bordelon, gen. mgr.
Annual dues: From $70 to $910. *Budget:* $750,000.
Membership requirements: Must work for a daily newspaper (minimum publication: five times weekly) and subscribe to ABC paid requirements.
Goals and purposes: To further the understanding and use of advertising in daily newspapers; to provide means of contact between its members represented by newspaper advertising and marketing executives, business and general managers, publishers, and other representatives of daily newspapers; also, to increase newspapers' efficiency.

International Newspaper Financial Executives, The Newspaper Center, P.O. Box 17573 Dulles Airport, Washington, D.C. 20041; (703) 620-6580
Staff: 5. *Founded:* 1947. *Members:* 1,100. *Board/dir.:* 22. *Current pres.:* Joseph D. Cantrell, Sentinel Communications Co., Orlando, Fla.; *pres.-elect:* H. Graham Woodlief, Richmond (Va.) Newspapers Inc. *Contact:* Robert J. Kasabian, exec. dir.
Annual dues: Active membership based on circulation, from $130 to $260; associates, $260; academics, $60; retired, $30. *Budget:* $500,000.
Membership requirements: Active membership confined to controllers, chief accountants, auditors, business managers, treasurers, company secretaries, general managers, publishers and related executives of newspaper publishing companies.
Goals and purposes: To provide an instrument by which the technical interests of newspaper controllers and finance officers may be advanced; to assemble facts and information of value to management, controllers, finance officers and accountants in the newspaper field; to study special programs of interest to newspaper publishing; to recommend accounting procedures and terminology for newspapers.

International Newspaper Promotion Association, The Newspaper Center, P.O. Box 17422 Dulles Airport, Washington, D.C. 20041; (703) 620-9560
Staff: 4 full-time, 2 part-time. *Founded:* 1930. *Members:* 1,350. *Board/dir.:* 18, plus executive director. *Current pres.:* Scott C. Schurz, Herald-Times Inc., Bloomington, Ind.; *pres.-elect:* Caroline John, Atlanta Journal and Constitution. *Contact:* Paula L. Markiewicz, exec. dir.
Annual dues: Based on circulation, from $150 to $380; associates, from $130 to $380; affiliates, from $130 to $380.
Membership requirements: No restrictions.
Goals and purposes: To provide professional leadership and assistance in the effective marketing of the total newspaper.

National Association of Advertising Publishers, 111 E. Wacker Drive, Suite 600, Chicago, Ill. 60601; (312) 644-6610
Staff: 6 full-time, 3 part-time. *Founded:* 1950. *Members:* 250 publishers, representing 800 free newspapers. *Board/dir.:* 20. *Current pres.:* Terry Burge, The Leader, Houston, Texas; *pres.-elect:* Jack Rynerson, Bradenton (Fla.) Shopping Guides. *Contact:* Pam O'Brien, admin. ass't. *Annual dues:* $350 base, plus $6 per

Members compare notes at a Newspaper Purchasing Management Association meeting.

thousand circulation; associate members, $400.
Membership requirements: Must be a free-distribution paper; can carry editorial matter or be 100-percent shopping guide.
Goals and purposes: Provides leadership for the industry and community and establishes an atmosphere of fellowship among its members. Programs and services provided by NAAP are specifically tailored to increase industry knowledge, boost job performance, and create a positive image individually for members and collectively for the industry.

Newspaper Advertising Bureau, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 921-5080
Staff: 137. *Founded:* 1913. *Members:* 938. *Board/dir.:* 52. *Current chairman:* W. Thomas Johnson, Los Angeles Times; *chairman-elect:* Frank A. Daniels Jr., News & Observer and Raleigh (N.C.) Times. *Contact:* James Dunaway, vice pres. and dir./info.
Annual dues: Percentage of advertising revenues; overseas members, $450. *Budget:* $13.5 million.
Membership requirements: Daily newspaper or related organization.
Goals and purposes: To help advertisers use newspapers most effectively. The bureau works closely with advertisers and their agencies to develop information, creative ideas and media plans which apply the capabilities of daily newspaper advertising to specific corporate marketing objectives. The bureau is consistently engaged in studying the newspaper audience, its reading habits and advertising performance. It seeks to stimulate the imaginative and creative use of newspapers' advertising space by bringing unusual and exceptional newspaper advertising to the attention of the whole advertising profession.

Newspaper Advertising Co-op Network, 501 W. Algonquin Road, Arlington Heights, Ill. 60005; (312) 593-8360
Staff: 3. *Founded:* 1972. *Members:* 160 newspapers, 15 associates. *Board/dir.:* 20. *Current pres.:* Russell Duff, Arizona Republic, Phoenix; *pres.-elect:* James K. LeFevre, Washington Post. *Contact:* F. C. Rebedeau, exec. dir.

CENTURY PLA
IAPA SIP

Then UN Ambassador Jeanne Kirkpatrick addressed the Inter American Press Association's 1984 General Assembly.

Annual dues: $250 ($187.50, associates). *Budget:* $35,000-$45,000.
Membership requirements: Co-op advertising managers of newspapers that are at least 50-percent paid circulation and 20-percent editorial content.
Goals and purposes: To improve the professional skills of member newspaper co-op department managers; to promote awareness of newspaper co-op advertising effectiveness.

Newspaper Personnel Relations Association, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041; (703) 648-1069
Staff: 1 (part-time). *Founded:* 1949. *Members:* 500. *Board/dir.:* 13. *Current pres.:* Sara M. Brown, Los Angeles Times; *pres.-elect:* Alvin Miller, The Record, Hackensack, N.J. *Contact:* Patricia P. Renfroe, exec. dir.
Annual dues: $150. ($50 for each additional member from the same newspaper). *Budget:* $100,000-plus.
Membership requirements: Any individual who is employed as part of the management of a newspaper of general circulation, a trade association or related service organizations.
Goals and purposes: To advance the knowledge and skills of newspaper personnel executives in order to help them make meaningful contributions to the goals and operations of their newspapers. This is accomplished primarily by disseminating information, conducting workshops, seminars and conferences, and providing a resources network.

Newspaper Purchasing Management Association, currently c/o Bill Oat, Hartford Courant, 285 Broad St., Hartford, Conn. 06115; (203) 241-6362
Staff: None. *Founded:* 1958. *Members:* 151. *Board/dir.:* 12. *Current pres.:* Oat; *pres.-elect:* Bob Comer, Dayton Newspapers Inc. *Contact:* Oat.
Annual dues: $75 ($65 for associates). *Budget:* $18,970.
Membership requirements: Newspaper employees whose primary responsibility is the performance of purchasing duties; or, if an individual has multiple duties, one of them includes procurement.
Goals and purposes: To promote study, development and application of improved purchasing methods, practices and techniques in the newspaper publishing industry; to foster and promote interchange of ideas and cooperation among members; to collect and disseminate information of interest and benefit to the membership; to encourage and cooperate in the institution of ethical standards in buying and selling.

INTERNATIONAL

Committee to Protect Journalists, 36 West 44th St., Suite 911, New York, N.Y. 10036; (212) 944-7216
Staff: 3. *Founded:* 1981. *Board/dir.:* 25. *Current honorary chairman:* Walter Cronkite; *current chairman:* David Marash, WRC-TV, Washington, D.C.
Contact: Barbara Koeppel, exec. dir.
Annual dues: $20 ($10 for journalism students). *Budget:* $200,000.
Membership requirements: Working U.S. journalist, journalism educator or student.
Goals and purposes: To support and protect journalists around the world who have been subject to human and professional rights violations. The committee is concerned about the growing efforts of governments to limit the ability of foreign correspondents and local journalists.

International Federation of Newspaper Publishers, 6 rue du Faubourg Poissonniere, 75010 Paris; tele.: 4523-38-88
Staff: 6. *Founded:* 1948. *Members:* 26 member associations (including ANPA) in 25 countries. *Current pres.:* Gordon Linacre, United Newspapers and Yorkshire Post Newspapers Ltd., Leeds, England. *Contact:* Maribel Bahia, dir.
Annual dues: Based on average net paid newspaper circulation of each member country. *Budget:* 3.4 million French francs (approx. $471,000 U.S. at mid-February exchange rates).
Membership requirements: Open to national, free-enterprise newspaper publishers' organizations which hold to the principles set forth below.
Goals and purposes: To safeguard the editorial and economic interest of newspapers on the international level.

Inter American Press Association, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 634-2465
Staff: 5. *Founded:* 1942. *Members:* 1,380. *Board/dir.:* 60. *Current pres.:* Edward H. Harte, Corpus Christi (Texas) Caller and Times; *pres.-elect:* Alejandro Miro Quesada, El Comercio, Lima, Peru. *Contact:* Bill Williamson, exec. dir.
Annual dues: Based on circulation; active members, from $100 to $1,000; corporate members, from $1,100 to $2,500; individual associate members, $1,000; corporate associate members, $2,500; journalism school teachers, $50; syndicated columnists: $100. *Budget:* $700,000.
Membership requirements: Must believe in IAPA principles; must publish at least six times a year, during at least one year.
Goals and purposes: To defend freedom of expression in the Americas; to promote and maintain the dignity, rights and responsibilities of the profession of journalism and to foster a wider knowledge and greater interchange among the peoples of the Americas.

International Press Institute, Kilke House, 1 Malet St., London, WCIE 7JA; tele: 01-636 0703/4
Staff: 9. *Founded:* 1951. *Members:* Approx. 2,000. *Board/dir.:* 24. *Current chairman:* Richard H. Leonard, Milwaukee Journal; *chairman nominee:* Juan Luis Cebrian, El Pais, Madrid. *Contact:* Peter Galliner, dir.
Annual dues: 650 Swiss francs ($335 U.S. at mid-February exchange rates). *Budget:* $436,271 (1984).
Membership requirements: Open to those who direct editorial and news policies at newspapers, weekly and monthly journals, news agencies, or radio and television stations and who are dedicated to the principles of freedom of the press. Associate memberships are available to nonexecutives such as journalism educators and news commentators.
Goals and purposes: To safeguard freedom of the press, to promote the free exchange of news and to improve the practices of journalism.

Overseas Press Club of America, 52 E. 41st St., New York, N.Y. 10017; (212) 679-9650. Anita Diamant, pres. *Founded:* 1939. *Members:* 1,500. *Staff:* 2.

Overseas Writers Association of America, 1067 National Press Bldg., Washington, D.C. 20045. Edgar A. Poe, New Orleans Times-Picayune/States-Item, treas. *Founded:* 1921. *Members:* 250.

United Nations Correspondents Association, Room 482, United Nations Bldg., New York, N.Y. 10017; (212) 754-7154. Ted Morello, pres. *Founded:* 1948. *Members:* 250.

World Press Freedom Committee, The Newspaper Center, P.O. Box 17407, Washington, D.C. 20041; (202) 648-1000
Staff: One full-time, two part-time. *Founded:* 1976. *Members:* 32 organizations on five continents. *Board/dir.:* 37. *Current chairman:* Harold W. Andersen, Omaha World-Herald. *Contact:* Dana Bullen, exec. dir.
Annual dues: None (funds provided by contributions by news media and media foundations). *Budget:* Approx. $250,000.
Membership requirements: Journalism organizations and news media are members. Only criterion for membership is interest in helping to support world free freedom.
Goals and purposes: To support press freedom on the international scene; to help news media and journalism schools in developing countries; and to make WPFC a strong global voice against those who advocate a state-controlled media, those who seek to deny truth in news and those who abuse newsmen.

SPORTS

American Auto Racing Writers and Broadcasters Association, 922 N. Pass Ave., Burbank, Calif. 91505; (818) 842-7005. Dusty Brandel, dir. *Founded:* 1955. *Members:* 500.

Associated Press Sports Editors, P.O. Box 1129, Auburn, Ala. 36830; (205) 826-4607
Staff: 1. *Founded:* 1974. *Members:* 421. *Exec. comm:* 14. *Current pres.:* Herb Stutz, Los Angeles Times; *pres.-elect:* Charles Cooper, San Francisco Examiner. *Contact:* Jack Simms, sec.-treas.
Annual dues: $100 (but $25 for second member or additional members of staff (assistants). *Budget:* "Don't have one."
Membership requirements: Open to all newspaper administrative sports department executives, their supervisors and their assistants.
Goals and purposes: To improve professional standards of newspaper sports departments, to discuss and attempt to resolve problems of newspaper sports departments and other newspaper departments and newspaper management, and to recognize professional excellence among the membership.

Baseball Writers Association of America, 36 Brookfield Road, Fort Salonga, N.Y. 11768; (516) 757-0562
Staff: None. *Founded:* 1908. *Members:* 800-plus active, 400 retired. *Board/dir.:* 4. *Current pres.:* Tracy Bingolsby, Kansas City (Mo.) Star; *pres.-elect:* Gerry Fraley, Atlanta Journal and Constitution. *Contact:* Jack Lang, sec.-treas.
Annual dues: $25. *Budget:* None.
Membership requirements: Must be as-

signed to cover major league baseball and must be on the staff of a daily newspaper in a major league city.
Goals and purposes: To provide proper working facilities in major league pressboxes for writers covering games and to police pressboxes so that only qualified persons are admitted.

Chess Journalists of America, P.O. Box 70, Western Springs, Ill. 60558; (312) 246-6665. Helen Warren, pres. *Founded:* 1972. *Members:* 200.

Football Writers Association of America, Box 1022, Edmond, Okla. 73083; (405) 341-4731
Staff: 1. *Founded:* 1941. *Members:* 750. *Board/dir.:* 21. *Current pres.:* Jack Gallagher, Houston Post; *pres.-elect:* Dan Foster, Greenville (S.C.) News. *Contact:* Volney Meece, exec. dir.
Annual dues: $10. *Budget:* Under $10,000.
Membership requirements: Must cover college, professional or high school football for newspapers or magazines; included are those in allied fields such as college sports information directors.
Goals and purposes: Originally formed to improve working conditions in pressboxes; still keep watch on that, awarding certificates for excellence and "raps" for bad service and facilities. Also picks All-America team, Outland Trophy winner, coach of the year and national championship team.

National Sportscasters & Sportswriters Association, P.O. Drawer 559, Salisbury, N.C. 28144; (704) 633-4275
Staff: 1. *Founded:* 1958. *Members:* 1,000. *Board/dir.:* 15 local, 25 national. *Current pres.:* Will Grimsley, Associated Press; *pres.-elect:* John Brooks, Sportscast Productions. *Contact:* Barbara Lockert, prog. coord.
Annual dues: $20.
Membership requirements: Be a sportscaster or writer—or connected in any way with sports.

Outdoor Writers Association of America, 2017 Cato Ave., Suite 101, State College, Pa. 16801; (814) 234-1011. George Harrison, pres.

Professional Basketball Writers Association of America, c/o Dallas Morning News, Communications Center, Dallas, Texas 75265; (214) 745-8444
Founded: 1971. *Members:* 175. *Contact:* Ray Frager, sec.-treas.
Membership requirements: Sports editors, assistant sports editors, columnists and reporters who cover professional basketball.
Goals and purposes: To provide the proper climate for the coverage of professional basketball and maintain qualitative standards of journalism and cooperation among members.

One goal of the Baseball Writers Association of America is to promote good pressbox facilities, such as those of the San Diego Padres.

Professional Football Writers of America, 4758 Marque Drive, New Orleans, La. 70127; (504) 242-4054
Staff: None. *Founded:* 1963. *Board/dir.:* 8. *Current pres.:* Vito Stellino, Baltimore Sun; *pres.-elect.:* Glenn Shelley, Atlanta Journal and Constitution. *Contact:* Frank A. Wilson, sec.-treas.
Annual dues: $10.
Membership requirements: Must be employed by a newspaper, magazine, etc., on a regular basis and cover professional football.
Goals and purposes. To encourage the highest standards, both professionally and ethically, in reporting professional football; to secure the improvement of facilities for reporting pro football games; to ensure proper policing of pressboxes and admission of accredited newsmen only; to work closely with league officials to solve problems that arise, both on an individual club and league basis.

Professional Hockey Writers Association, 2717 Nottingham Way, Trenton, N.J. 08619; (609) 587-2039
Founded: 1967. *Members:* 340. *Contact:* Don Wilno, sec.-treas.
Membership requirements: Writers who cover teams of the National Hockey League.
Goals and purposes: Encourages high standards among professional hockey writers; seeks to assure writers adequate facilities in arenas; promotes good working relations between writers and corporate management.

U.S. Basketball Writers Association, c/o Missouri Valley Conference, 200 N. Broadway, Suite, 1905, St. Louis, Mo. 63102; (314) 421-0339
Founded: 1956. *Members:* 811. *Contact:* Joe Mitch, exec. dir.
Membership requirements: Persons who write about collegiate and professional players for newspapers, magazines and other media.
Goals and purposes: Seeks to promote basketball and to cooperate with the National Association of Basketball Coaches and other organizations; also, to work to improve pressbox facilities and services.

WOMEN

American News Women's Club, 1607 22nd St. N.W., Washington, D.C. 20008; (202) 332-6770. Mari Skinker, pres. *Founded:* 1932. *Members:* 450.

National Association of Media Women, 1185 Niskey Lake Rd. S.W., Atlanta, Ga. 30331; (404) 344-5862. Xernona Brady, pres. *Founded:* 1965. *Members:* 300.

National Federation of Press Women, 1105 Main St., Box 99, Blue Springs, Mo 64015; (816) 229-1666
Staff: Uses an association management company. *Founded:* 1937. *Members:* 5,000. *Board/dir.:* 76. *Current pres.:* Lois Jacobs, Marshalltown (Iowa) Times-Republican; *first vice president:* Mary Lou Webb, Franklin Advocate, Meadville, Miss. *Contact:* Lois Lauer Wolfe, exec. adm.
Annual dues: $20, active; $10, others. *Budget:* $116,000.
Membership requirements: One year's paid professional work in any aspect of the communications field.
Goals and purposes: To advance standards of the communications profession; to provide for exchange of communications ideas, knowledge and experiences; and to coordinate efforts of national interest to women communications professionals.

Women in Communications, P.O. Box 9561, Austin, Texas 78766; (512) 346-9875
Staff: 12. *Founded:* 1909 (as Theta Sigma Phi, journalism sorority). *Members:* 10,000-plus. *Board/dir.:* 16. *Current pres.:* Denise Gray, AT&T Information Services; *pres.-elect:* Juliann Kaiser, Provident Life & Accident Insurance Co. *Contact:* B. Valerie Thurman, executive director.

Annual dues: $35. *Budget:* $550,000.
Membership requirement: (1) Must spend regularly at least 20 hours a week in creative professional communication work; (2) must have been employed in creative professional communications for at least two years; (3) must have as a primary occupation professional communication or the management or teaching of professional communication; (4) must receive monetary compensation for this work and (5) if self-employed, must demonstrate evidence of professional communications work that meets the requirements described above.
Goals and purposes: To unite members for the purpose of promoting the advancement of women in all fields of communications; to work for the First Amendment rights and responsibilities of communicators; to recognize distinguished professional achievements; and to promote high professional standards through the communications industry.

Women's Institute for Freedom of the Press, 3306 Ross Place N.W., Washington, D.C. 20008. (202) 966-7783. Donna Allen, dir and pres. *Founded:* 1972. *Associates:* 700.

Some Press Organizations Have a 'Group' Problem

Some state and regional press associations are having to scramble to meet new challenges presented by the trend toward newspaper group ownership.

Raymond C. Jones, executive director of the Pennsylvania Newspaper Publishers Association, says dealing with the growth of groups is "the issue of the '80s for state press associations."

Raymond C. Jones

Historically, he explains, newspaper publishers' principal "line of loyalty" was to other publishers in their state through the statewide association that represents them.

With growth of the groups, publishers' loyalty is now focused on the parent company, not on the state association. "It's an inevitable, justifiable syndrome," Jones says, "but it [the group] certainly introduces a very significant competition for [publishers'] time and attention."

The primary concern is decline in association participation—principally reflected in attendance at association meetings and training programs. Jones and other association managers interviewed by **presstime** said the problem is particularly acute among executives of certain groups, but the managers declined to identify them.

Another problem related to the surge in group ownership is the declining membership in some associations, according to Executive Director Reg Ivory of the Inland Daily Press Association. Inland itself had a loss of membership in each of the years between 1981 and 1984, but it grew last year with some concerted recruitment effort, he said.

Ivory, who is the current president of Newspaper Association Managers, the organization of press association executives, says he believes that "if you took all the 50 states, the majority [of press associations] would be experiencing a loss of both" participation and membership because of expansion of group ownership.

Ivory and other association leaders say the principal way to tackle these problems is to offer services that the parent companies do not have.

That's already being done in a number of states.

The Ohio Newspaper Association, for example, is making more of its seminars "state specific," says ONA Executive Director Kenneth L. Drum. He explains that "some of the groups have their own trainers or training facilities, and that cuts down on the potential audience" for workshops of a more general nature.

Last September, ONA held a workshop on legal issues pertaining to employee relations in Ohio. Now the association is developing two other state-oriented workshops, one on libel law in Ohio and the other on the state's unemployment and workers' compensation laws.

Similarly, the Kansas Press Association recently conducted a seminar on personal property taxes that was state-oriented. "Obviously, a national chain is not going to have that kind of specific service," says David L. Furnas, KPA executive director.

"We find that if our association provides the services that are needed on a statewide basis by those [group] newspapers, that those newspapers will participate," Furnas adds. "There is no reason for us to provide services that their group is providing them, so we find other niches."

The Arkansas Press Association is taking the same tack by assembling a new handbook on that state's media laws. "The chains are not going to put together something like that," observes C. Dennis Schick, APA executive director.

Another association manager says the changes in ownership patterns along with other changes in the newspaper business are forcing press associations to become more attentive to their members, period. "The press associations have got to ask the question of their members, 'What is it you want us to do for you?' rather than saying, 'This is what we are going to do for you, take it or leave it,'" comments David L. Bennett, executive director of the Illinois Press Association.

An example of a state association doing just that is Pennsylvania's, which recently conducted a survey to determine how much members value current services and what additional services they desire. The survey resulted in a new five-year plan for PNPA.

"The purpose of the plan and the membership survey was to try to show, in terms that no one could argue with, how dramatic the changes of outlook have been in a very short time and therefore how necessary it is for us to take a fresh look at our services," says Executive Director Jones.

PNPA's existing programs were "shaped over the last 25 years by the slowly evolving needs of independent newspapers," says Jones, who notes that "the menu of priorities is frequently very different" for group publishers versus independent publishers.

The new five-year plan was developed in recognition of the fact that "the old days are gone and that we are serving a new set of masters that have a new set of needs," Jones says.

One indication of change is the makeup of the PNPA Board of Directors. Until very recently, Jones says, there were virtually no directors from group newspapers. Today, three of the organization's four officers are from groups. —*Margaret Genovese*

Sal Micciche

A *newsroom attorney with special credentials*

Salvatore J. Micciche

One day in 1976, Boston Globe Editor Thomas Winship sent reporter Curtis Wilkie to do a story on security for President Gerald Ford's visit to the area. Wilkie got a good lesson on the topic: He forgot his press credentials and was arrested.

But help was soon to arrive.

Salvatore J. Micciche, the Globe's newsroom counsel and longtime reporter, performed a double rescue.

As Winship explains it, Micciche not only got Wilkie out of jail, he also wrote a Page One story on the incident minutes from deadline. "He got the guy out of jail with one hand and wrote a story about it with the other," says Winship, now retired.

That's not surprising after listening to what associates say about this "classic Boston Globe newspaperman," as one put it, known to all as "Sal."

For one thing, he is an unusual brand of newspaper lawyer. Unlike most media attorneys, Micciche is a veteran newsman. For more than 35 years, he has dealt with his share of recalcitrant public officials, sealed records and the myriad other obstacles confronting the press.

Moreover, he is believed to be one of the few, if not the only, newspaper lawyers whose office is in the newsroom. "Because I'm here, I may get a question on how to proceed" to get documents, he says. He might not be consulted as freely otherwise.

"He has the confidence of the staff so much that many of the people walk in [for advice] *before* they write something," Winship says.

The payoff is better journalism and fewer lawsuits, he believes. When Micciche first assumed his role as counsel in 1975, the Globe had about 25 pending suits. "Now it's down to about 10," and the paper gets only one or two suits filed against it a year, notes Winship, who remains a director of the newspaper.

Micciche "was a reporter for so long and had such extraordinary credibility as a reporter, they [reporters and editors] look up to him," says Globe Executive Editor John S. Driscoll. "He's kind of a father image to them."

Indeed, the 58-year-old newsman-attorney has covered everything from general assignments to the White House. In fact, he has never had any other kind of job; even when he served in the Army he was a reporter. "I never had a desire to do anything else," he says.

Micciche started in the business at age 12 as an office boy for his hometown paper, the now-defunct Everett [Mass.] News Gazette. He says he "just gradually got into writing" by preparing items from his high school and covering the police.

He graduated from Boston University in 1950 with a journalism degree and was drafted to serve in the Korean War. Although he was trained as an Army "fire directions specialist," Micciche wound up working in Tokyo and Korea as a reporter for Pacific Stars and Stripes.

He is believed to be one of the few, if not the only, newspaper lawyers whose office is in the newsroom.

After a two-year stint, he signed on as a reporter at the Portsmouth [N.H.] Herald, where he learned to get close to his sources—one time too close, says retired Herald Editor Ray Brighton. Brighton says the young Micciche and another reporter once covered a boarding-house fire in which a man died. "They were stumbling around the building and fell over the corpse," Brighton recalls.

In 1955, Micciche joined the Globe as general-assignment reporter. From 1956 through 1969, he covered the Massachusetts Legislature. During that time, he decided "there was more to learn" about the legislative process than could be picked up in a "review of bills without knowing how they'd affect people's lives later on." So in 1964 he enrolled in Suffolk University's night law school program. He graduated in 1968 and passed the bar exam the same year—at age 40.

After a year as an editorial writer, he was sent to the Globe's Washington Bureau where he covered the Supreme Court, Congress and the White House. Micciche says he wrote about "the legal side of Watergate" when the issues became "a clear test of constitutional law."

Back to Boston in April 1975, Micciche became assistant to the editor and liaison with the law firm that handled the Globe's libel, First Amendment and other editorial matters. His newsroom counsel duties expanded as did his administrative responsibilities. While getting more involved in legal tangles, he moved through the posts of managing editor for administration, ombudsman and, in June 1985, to his present position of assistant to the executive editor.

Micciche has witnessed many changes in journalism during his career, and he says the most important of them is a change in attitudes toward ethics. Thirty years ago, because of tremendous competition, "ethics" was "simply a word to be applied to others," he says. "The story was the thing, and there wasn't too much concern over how you got it. . . . I think that's pretty much changed."

Micciche and his wife, Theresa, have three children: son Charles, a Jesuit who will be ordained next year, and daughters Marlene, a bank branch manager, and Marcia, a stock brokerage sales assistant.

The family periodically visits their second home on Cape Cod, where Micciche engages in one of his favorite pastimes—landscaping. But he seeks no refuge from newsroom pressures.

"It has always been fun," he says. "It gives me a sense of doing something I felt was important." ☐

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(See Convention program update p. 71)

What? Show the Story To a Source — in Advance?

BY GEORGE P. KENNEDY

For four months, Kathryn Kranhold spent most of her working hours in the Missouri state capitol, digging through financial records and interviewing legislators and their staffs. Kranhold, a reporter for the Columbia Missourian, was doing just what any good reporter would do in pursuit of a story on how well public servants look after their own welfare.

Then, just as any good editor would do, Missourian City Editor Virginia Young sat down with Kranhold to work over each piece in the five-part series word by word, figure by figure.

Finally, as no other editor would on any other daily newspaper in the United States, Young ordered Kranhold to take her stories and show them to the very people about whom she had written. Kranhold's first reaction, she recalls, was what any reporter's would be: "I absolutely did not want to do it; I hated it." But she did it.

Missourian reporters have been showing or reading their stories to sources before publication since 1975. This accuracy-checking policy, I submit, just might be part of the solution to the credibility problem that confronts and confounds American newspapers.

The policy is this: Except in those cases in which time pressures prevent it, all stories are accuracy-checked before publication with the sources who provided the information. The checking is done after the stories are edited at the assigning desk. The reporter who wrote the story (or, if that reporter is gone for the day, another) either reads or shows the pertinent portions of the story to the source.

When the policy began 11 years ago, it was unique, and only one other U.S. paper—the weekly Oologah Lake (Okla.) Leader—is known to have begun "readbacks" since then. Of course, the Missourian is unique.

The teaching newspaper of the University of Missouri School of Journalism, the Missourian is staffed by as many as 200 students who are learning the craft by working as reporters, photographers and copy editors under the direction of professional journalists who are also faculty members. The Missourian is a daily, commercial paper. It serves the city of Columbia in fierce competition with a privately owned daily. The opportunities for learning are enormous; so are the opportunities for error.

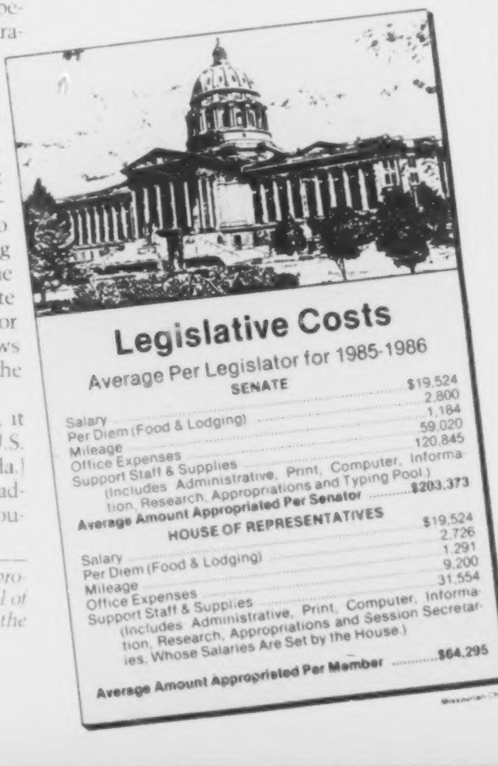
George P. Kennedy

Daryl Moen realized in his first year as Missourian managing editor that the opportunities for error had to be reduced before the flood of mistakes eroded the paper's credibility and its value as a teaching tool. He came up with the idea of accuracy checking, he says, out of desperation.

Four benefits. In his Feb. 7, 1975, memo outlining the new policy, he wrote, "Our goal is to eliminate every error of fact." He never really expected accuracy checking to meet such a goal, and it hasn't. But almost a decade of experience has shown that accuracy checking does work. It works in at least four ways that would benefit any newspaper:

First, accuracy checking permits the correction of mistakes before they get into the paper. This includes mistakes of omission or of context, which are likely to go undetected even by the diligent fact-checking performed by some magazines. Every editor knows, and the recent spate of credibility studies confirms, that the two criticisms most often advanced by newspapers' doubters are errors of fact and lack of balance or fairness. Accuracy checking attacks both problems. In Kranhold's reporting, for example, she had found a document showing that a state senator had spent $300 in public funds buying some silver trays that he used as gifts. When she showed him the story, he explained what the record had not—that the trays had been purchased on behalf of the entire Missouri Senate and presented to retiring colleagues. The mistake she avoided is the kind that many journalists excuse but that many non-journalists probably see as evidence of carelessness or bias.

Second, accuracy checks often turn up additional information. For example, Kranhold wrote that more than $170,000 worth of furniture and equipment had



Legislative Costs

Average Per Legislator for 1985-1986

SENATE	
Salary	$19,524
Per Diem (Food & Lodging)	2,800
Mileage	1,184
Office Expenses	59,020
Support Staff & Supplies (Includes Administrative, Print, Computer, Information, Research, Appropriations and Typing Pool.)	120,845
Average Amount Appropriated Per Senator	**$203,373**
HOUSE OF REPRESENTATIVES	
Salary	$19,524
Per Diem (Food & Lodging)	2,726
Mileage	1,291
Office Expenses	9,200
Support Staff & Supplies (Includes Administrative, Print, Computer, Information, Research, Appropriations and Session Secretaries, Whose Salaries Are Set by the House.)	31,554
Average Amount Appropriated Per Member	**$64,295**

Missourian Chart

Accuracy checks yielded some additional information for Missourian series—and some legislative pressure.

Kennedy is associate dean and associate professor in the University of Missouri's School of Journalism. He is also a member of the presstime *Advisory Committee.*

been lost or stolen from the state Senate during the past two years. Shown that story, the Senate's administrators scurried about and within 24 hours claimed to have found $13,218 worth of furniture in the state Capitol's storage room, thus demonstrating precisely the incompetence that was the theme of the story.

Third, accuracy-checking encourages reporters to be accurate and fair by guaranteeing that their stories will be critiqued by the people who are the most knowledgeable about the subject matter. Like Kranhold, few reporters will voluntarily seek out criticism of their stories, even from colleagues or editors, and certainly not from the people whose reputations and careers those stories affect. Accuracy checking counters that reluctance.

Fourth, the bonus benefit: Accuracy checking is great for public relations and source relations. To a public dubious about whether journalists get things right, an accuracy-checking policy is likely to look better than a dozen pious pronouncements on the First Amendment. And to a source who has personal knowledge, as many do, that journalists often get things wrong, accuracy checking can be the tool that pries open closed doors or closed lips.

Skepticism alleviated. I believe in accuracy checking with the zeal of the convert. When Moen first broached his idea, I was the Missourian's city editor. I was skeptical, even hostile. Today, when I suggest it as at least a partial solution to some of what troubles the press, I can expect to hear, in tones ranging from incredulity to outrage, the same questions I once raised.

Won't sources try to edit the stories? Won't they try to change or, worse yet, deny quotes? Aren't you opening the paper to pre-publication pressures of all sorts?

Sure, sometimes they do try to edit the stories. Not as often as one might think, or as I had expected, but sometimes. We just don't let them—unless, of course, what they want to edit is wrong or unfair. One senator irately insisted to Kranhold that he had not hired his administrative assistant's relatives, as her story said. "I rechecked, and he had lied to me," she says. The paragraph stayed in.

Sometimes sources do try to change or deny quotes. Sometimes they should. I recently returned from six months as a Fulbright lecturer in New Zealand, a country whose sharp-toothed defamation laws force newspapers to be far more cautious than we must be. I was interviewed in a half-dozen New Zealand papers, and in every story I discovered at least one misquote or distortion. New Zealander's don't do accuracy checks. In a long story in one of the country's best papers, I was misquoted as misquoting someone else.

The possibility that a source will deny a crucial quote is the best reason you can provide many reporters for taking full and accurate notes. Better yet, we tell our reporters, tape record key interviews whenever possible. Not even the best handwritten notes will capture extended quotes exactly. If you want to demonstrate that—to yourself or to a skeptical reporter—just have the reporter take notes and try to reproduce a short monologue. Then play back a tape for comparison.

The greatest concern I hear from reporters, both our students and professionals, is that accuracy checking permits sources to bring pre-publication pressure to bear on the paper. It does. But there will be pressure with or without accuracy checking if you are practicing good journalism. Editors and publishers get paid to resist improper pressures. In our case, so do deans and university chancellors.

Kathryn Kranhold's series generated some pressure. Although the Missourian is owned by a non-profit corporation that is separate from the university, the School of Journalism, like the university itself, is dependent on the state legislature for its funding. As the accuracy checking proceeded, a few legislators threatened to penalize the school for the paper's daring. High university officials got calls from legislators. One Senate leader, who has been friendly to the university, called a journalism faculty member to question the political wisdom of the stories.

As any editor would do with his or her publisher, Dean James Atwater alerted the university chancellor and president to the project. Neither asked to see the stories, nor did either suggest caution.

The series started on Sunday, Jan. 26, and ran for five days, through the second week of the legislative session. On Monday, Capitol reporters and legislators alike were scrambling for copies of the Missourian. They found some astonishing revelations and some outrageous tidbits, but so far nobody has found anything wrong or unfair.

All this is not to claim that accuracy checking is a panacea. The Missourian still publishes too many mistakes, most of them having occurred in stories that for some reason were not accuracy checked. Those reasons range from reporter negligence to the pressure of deadlines.

Nor would accuracy checking have prevented Janet Cooke from creating her fictional heroin addict. A reporter who would lie about a story would lie about an accuracy check. An accuracy-checking policy would, however, deprive a liar of any plausible excuse, such as having misunderstood or having been misled by a source.

What accuracy checking does is to provide a mechanism for catching many errors before it is too late. After publication is too late. ☐

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LEGISLATION

Plan would cut ad deductions

A proposal to disallow 20 percent of business tax deductions for advertising expenses is among a list of "possible alternatives" formulated by the Treasury Department to the House-passed tax revision bill.

The alternatives provide a range of options for complying with President Reagan's objections to the House bill. Although he supported passage of the tax overhaul bill in the House last December [**presstime**, Jan. 1986, p. 35], Reagan said he would veto it unless certain changes were made.

The Treasury document notes that tax revisions sought by Reagan would decrease tax revenues by $169.5 billion over five years. It lists various revenue-raising options.

According to a Treasury spokesman, not all of the items on the list have the endorsement of the Reagan administration. He declined comment on whether the administration backs the one on advertising expenses.

The 26-page list of alternatives was made public Feb. 13 after it was provided to the Senate Finance Committee.

A spokesman for the Finance Committee called the document "merely a menu of what the members can consider and from which they can choose" as they begin drafting their own tax revision bill. That process is expected to begin in mid-March.

The advertising expenses proposal is under a category of "Miscellaneous Revenue Raisers." Treasury estimated it would raise $20.6 billion over five years.

ANPA staff is monitoring the proposal. "Right now, the advertising deduction limit doesn't look like something the Senate is going to do, but it merits watching," said Martin Casey, ANPA manager/government and international affairs. ☐

Congress passes 'smokeless' ad warning bill

Under legislation passed by both houses of Congress in February, print ads for chewing tobacco and snuff would have to include health warning labels. The requirement would take effect one year after the bill's signing into law.

The bill reached the White House Feb. 19. Congressional sources expected President Reagan to sign the bill, and he has until March 3 to do so.

The bill also would ban ads in the electronic media for these "smokeless tobacco" products six months after the date of enactment. About $20 million is spent annually to advertise smokeless tobacco products on television, radio and cable television, according to Broadcasting magazine.

The legislation was prompted by concern over the apparently growing popularity of smokeless tobacco, particularly among teenagers and younger children. Annual sales of smokeless tobacco in the United States are close to $1 billion, according to a report by a panel of the National Institutes of Health. The panel estimated that at least 10 million Americans used the products in 1985 and three million of these users were under the age of 21.

The three warning labels, which the bill says must be in all-capital letters, are: "Warning: This Product May Cause Mouth Cancer," Warning: This Product May Cause Gum Disease And Tooth Loss," and "Warning: This Product Is Not A Safe Alternative to Cigarettes." The word "Warning" would appear within an arrow pointing to a circle containing the specific words of caution.

The labels, which would rotate every four months, must appear "in a conspicuous and prominent location in the advertisement and in conspicuous and legible type in contrast with all other printed material in the advertisement," according to the bill.

The labels must also appear on smokeless tobacco packages.

The bill represented a compromise between health interests and manufacturers. The manufacturers agreed to it when it appeared states would enact their own, possibly conflicting, labeling requirements.

ANPA had expressed First Amendment concerns about the legislation when it was before congressional committees [**presstime**, Nov. 1985, p. 43]. ☐

House endorses uniform poll closing

The House has passed legislation to set a uniform closing time for polls in presidential elections.

The bill, HR 3525, seeks to make it more difficult for the news media to project the winner while polls are still open in some states. Objections were raised in the 1980 and 1984 presidential elections to projections made while voting was continuing.

However, the bill does not affect the news media's use of "exit polls" on which early projections of election winners are usually based. Last year, the major TV networks agreed not to project the winner of a state in presidential elections until the polls there were closed.

Under the bill passed Jan. 29 by 204 to 171, polls would close at 9 p.m. in the Eastern time zone, 8 p.m. in the Central zone and 7 p.m. in the Mountain zone. It would extend Daylight Savings Time in the Pacific zone for up to two weeks in presidential election years so that polls there also would close at 7 p.m. local time. Alaska and Hawaii are exempt from the bill.

In the Senate, a companion measure, S 2080, was introduced Feb. 19 by Sen. Donald W. Riegle Jr. (D-Mich.). ☐

Libel law hearing

The House Subcommittee on Civil and Constitutional Rights was scheduled to hold a hearing Feb. 26 on the current state of libel law.

Scheduled to testify at the hearing, the first of several to be conducted on the subject, were journalists, scientists and a former public official—all of whom have been affected by libel laws. The hearings could be a prelude to libel legislation. ☐

REGULATIONS

VDTs cleared after study in Sweden

Following press reports that new Swedish research had shown radiation from video display terminals caused birth defects in mice, the National Swedish Board of Occupational Safety and Health issued a statement Feb. 13 concluding that "adverse pregnancy outcome effects due to VDT work have not been demonstrated."

The Swedish board pointed out that there are "considerable difficulties in applying the results of animal studies to humans."

The study of mice suggested that electromagnetic fields similar to those from VDTs could cause fetal malformations. The Swedish board said a subsequent analysis "does not suggest any damaging effect on fetuses."

The study was released as the board was preparing for a world conference on VDTs and health it will sponsor in Stockholm in May. Last December, scientists at a World Health Organization conference in Geneva concluded that radiation from VDTs does not endanger the health of pregnant women.

Reacting to the Swedish research, Renee S. Ross, executive director of the Center for Office Technology in Washington, D.C., observed that despite press reports to the contrary: "The Swedish scientists themselves are quick to point out that the electromagnetic fields used are not from video display terminals, and the subjects of the research differ from humans in significant ways."

She said there have been other recent studies "of far greater relevance and importance with regard to VDTs and human reproduction." She cited "scientific epidemiological studies in Sweden, Finland and Canada of large populations of women using VDTs."

"Such broad-based studies that look for the subtle, marginal, effects on large populations are the scientists' best tools for determining whether VDTs affect human reproduction," Ross said. "The results of these studies are clear. There is no evidence of any impact on human reproduction from the use of VDTs."

COT serves as an information clearinghouse on health-related VDT issues [presstime, July 1985, p. 55]. □

Newspapers cautioned on ink-waste disposal

Mexican authorities in February shut down a plant that may have been illegally recycling waste ink from several Southern California newspapers and other firms for use in making asphalt.

The Tijuana plant had been receiving waste ink from a licensed U.S. hauler that contracted with newspapers and printing companies to remove their ink.

California Assemblyman Steve Peace [D-Chula Vista] accused the U.S. companies of unknowingly violating state and federal laws by sending hazardous waste to another country.

Michael G. Manfro, safety and environmental affairs manager for the Los Angeles Times, which is not one of the newspapers involved said the incident illustrates the importance of newspapers knowing where their waste ink is going. Also, he said, newspapers should check on the type of insurance carried by haulers and operators of disposal sites.

"Most of the time, waste ink is not a hazardous waste," said Richard W. Neergaard, ANPA manager/environmental services. But to ensure that it is not hazardous, it should not be mixed with other pressroom wastes [presstime, Oct. 1985, p. 33]. □

REGULATORY NOTES

- In a **settlement with the U.S. Environmental Protection Agency**, Magruder Color Co. Inc. of Elizabeth, N.J., and a subsidiary agreed to pay civil penalties of $70,000 and to test and properly dispose of more than 900,000 pounds of pigment and ink recalled because of suspected contamination with polychlorinated biphenyls, or PCBs.

EPA estimated that the testing and disposal will cost between $600,000 and $1 million. Materials tested for PCBs and found safe may be returned to customers.

The agency originally sought a fine of $475,500 after charging Magruder and Indol Color Co. with 148 counts of unlawfully manufacturing, processing, distributing, labeling and disposing of PCBs [presstime, Sept. 1984, p. 33]. The charges grew out of the discovery of PCB-contaminated yellow ink at the San Jose Mercury News.

- ANPA Manager/Environmental Services Richard W. Neergaard reminded newspapers of new federal rules on **electrical transformers with PCBs**.

According to Neergaard, at least one newspaper is being investigated in connection with the regulations issued last July [presstime, Sept. 1985, p. 35].

COURTS

COURT BRIEFS

- The California Supreme Court has agreed to review a libel case in which a **$4.5-million judgment** against The Hearst Corp., the San Francisco Examiner and two reporters was upheld on appeal.

ANPA and the American Society of Newspaper Editors joined in a friend-of-the court brief urging the state high court to accept the case. They noted that the damage award is 10 times larger than any previously affirmed by an appellate court.

The case dates from 1976 when two San Francisco police officers and a former deputy district attorney there sued over articles published in the Examiner. Calling it "a textbook case of libel," the California Court of Appeal Oct. 23, 1985, upheld the judgment of the San Francisco County Superior Court [presstime, Nov. 1980, p. 5].

- Circuit Judge Marianne O. Battani of Wayne County, Mich., Feb. 14 **overturned a jury verdict** and $266,840 libel award against the Detroit Free Press. Robert E. Penn, executive assistant to the director of the Michigan Employment Security Commission, had sued over an article published in 1979.

- A reporter for the Alexandria [La.] Daily Town Talk spent almost **24 hours in jail** for refusing to reveal the source of a story reporting on the confession of a murder suspect.

Judge Richard E. Lee of the 9th Judicial District ordered Michael J. Burns to jail Feb. 14 for contempt of court. On Feb. 15, the state's 3rd Circuit Court of Appeal stayed the sentence pending appeal.

Electronic mail can be a good way for reporters to stay in touch

BY WILLIAM VAN KIRK

The editorial department of the Chicago Tribune has used electronic mail to solve the longstanding problem of two-way communication with its correspondents. The telecommunications system also benefits domestic reporters.

Through a special tie-in between ITT's Dialcom electronic-mail and database service and a Hendrix Edit 5 front-end system, Tribune editors can send electronic mail and telex messages around the world from the same terminals they use to edit stories.

Correspondents in Hong Kong, Jerusalem, London, Mexico City, Tokyo and Toronto use the electronic mail system daily to send stories to Chicago and to receive assignments and other information from their editors. They can sign onto the system from a personal computer or portable terminal by typing in a special code after placing a local phone call to a "packet-switching" network like Tymnet, Telenet or Uninet that is linked to computers worldwide via satellite, microwave, cable and land lines.

Additionally, correspondents can send mail messages or telexes to each other from their portable terminals.

Besides the messaging capability, the system provides correspondents with access to AP, UPI and other news services—a great help to those working on breaking stories. Reporters also can call up airline schedules, the Dow Jones News/Retrieval Service, electronic clips from the Tribune's library and information from other reference libraries.

Because of legal and technical restrictions, correspondents in Moscow, Peking and Nairobi cannot use the electronic mail system. However, they do have two-way communication with the Edit 5 system through Dialcom's interface with the worldwide telex network.

Van Kirk is editor/systems and office support of the Chicago Tribune.

During normal operations, the system works on a "store and forward" principle, which means that a message can be sent and stored in Dialcom's computer in New Jersey until it is called up by the intended recipient.

But for more than a week following last September's Mexico City earthquake, when there was no telephone service between Chicago and Mexico, the system was used conversationally.

The reporters in Mexico and their editors in Chicago signed into Dialcom simultaneously at a prearranged time. By using this interactive messaging service dubbed "chat," it was possible to have two-way conversations at computer keyboards, during which coverage and travel plans were established.

The electronic mail system proved so successful for international use generally that the Tribune decided to make it available to the national reporters and editors as well.

The system enables them to receive messages or background information in their electronic mailbox. Once this information is stored in the Dialcom computer, it can be retrieved from just about any telephone in the United States.

Also, editors can work at home during off hours by having a story sent from the Edit 5 system into their electronic mailbox. They can edit the story and then send it back to the Tribune without making a special trip to the office.

In addition to efficiency, the system offers cost savings. There is virtually no cost involved in setting it up, and operational costs are lower than the long-distance telephone bills of the recent past. ☐

Tribune Washington, D.C., correspondent Bill Neikirk connects to ITT Dialcom system using a portable computer.

Paul F. Gero, Chicago Tribune

Joplin audiotex gets users, advertisers

Ottaway Newspapers Inc. has begun an audiotex service in Joplin, Mo., that gets all its revenue from advertisers.

Called INFOLINE, the service is an experiment for Ottaway, which is owned by Dow Jones & Co.

INFOLINE provides recorded information derived from The Joplin Globe, an Ottaway paper, and from other sources to callers using a touch-tone telephone. In addition to information on subjects such as weather, news, sports and entertainment, it offers an "audio Yellow Pages," according to Paul D. Cooper, operations manager.

In mid-February, at the end of its first six months of operation, the service had logged 233,819 calls and had contracts with 72 advertisers, Cooper said. ☐

NYNEX offers audio ads

The NYNEX Corp., one of the seven regional holding companies resulting from the Bell telephone breakup, in February began offering a directory service that gives advertisers a new way to reach the public.

The audio service is designed for people who have a product or service in mind but lack vendors' names or addresses. One free 800-number phone call will supply specific information on vendors' services and their phone numbers.

ANPA and NYNEX disagree about whether federal rules on telecommunications permit the regional to offer such a service.

In a separate move, NYNEX Feb. 12 took another step into the information field by forming a partnership with two other corporate heavyweights to explore how to offer interactive electronic services in areas such as home banking, entertainment and electronic shopping. The alliance teams NYNEX with RCA, which owns NBC, and Citicorp, owner of one of the country's largest banks.

The audio directory service, called Hello Yellow, and the electronic services partnership are new ways that NYNEX is building on its expertise in telecommunications and publishing. (See story, p. 16.)

The experimental directory service, which a subsidiary runs, has operated since Feb. 13 in the Albany, N.Y., area. Through the service, for example, callers can ask for a list of florists that are open until 9 p.m., deliver and accept a specific credit card, then get the telephone numbers of stores fitting the description. The service, now free to advertisers, is expected to be later totally advertiser supported.

ANPA Vice President/General Counsel W. Terry Maguire said there is "no question" Hello Yellow is an electronic information service—an undertaking prohibited to regionals by the consent decree that dismantled the Bell system.

NYNEX maintains that Hello Yellow is not such a service and that the regional does not need regulatory approval to offer it, according to Peter T. Goodale, district staff manager for editorial services.

Concerning NYNEX's alliance with Citicorp and NBC, Goodale said the regional does not need regulatory approval so long as the partnership sticks to research. That will change should the partnership progress to actually offering services, he said. ☐

ANPA nominee Heard selected to receive Golden Pen Award

The International Federation of Newspaper Publishers has selected ANPA's nominee to receive the Golden Pen of Freedom, awarded annually to a journalist for major contributions to press freedom.

Anthony Heard, editor of the Cape Times in Cape Town, South Africa, faces a possible three-year prison sentence for defying a government ban against interviewing a "banned" person [**presstime**, Jan. 1986, p. 38].

In announcing the decision Feb. 7, the board of the publishers' federation cited Heard's 14-year "record of fearlessly reporting human rights violations and struggling for press freedom." ☐

FIEJ, IPI meetings

Two world press organizations will hold annual meetings in May: the International Federation of Newspaper Publishers, or FIEJ, 39th Congress in Lisbon, May 24-28; and the International Press Institute 35th General Assembly in Vienna, May 11-16.

Executives of ANPA member newspapers are eligible to be included in ANPA's FIEJ delegation. Those who plan to attend but have not yet notified ANPA should call Martin Casey, manager/government and international affairs, at (703) 648-1054. ☐

Panama journalist jailed, released

A columnist for Panama's major independent newspaper was jailed for several hours Feb. 18, then released, apparently in response to strong reaction within and outside the country.

More than 500 civic and professional leaders held a public meeting in Panama City, and protests were lodged by groups such as the Inter American Press Association and the Committee to Protect Journalists.

These actions were "very helpful," said I. Roberto Eisenmann Jr., publisher of La Prensa, whose associate editor, Guillermo Sanchez Borbon, was the journalist involved [**presstime**, Nov. 1985, p. 18].

Several months earlier, the columnist had gone into hiding for two weeks when he thought his life was in danger. ☐

Engineers reject contract

The Brotherhood of Locomotive Engineers voted against accepting a tentative labor contract reached with most of the nation's major railroads in December.

However, a strike would not become imminent unless an impasse is reached in negotiations. If that happens, a strike could be called 30 days after either side rejects arbitration. A strike can be delayed for 60 days by the creation of a presidential emergency board. Thereafter, congressional action would then be needed to prevent a walkout.

Meanwhile, mediators are continuing to hold talks with other U.S. rail unions.

In Canada, 85 percent of the labor contracts have been signed. However, some of the shopcraft unions have not reached agreement with CP Rail and Canadian National. The unions are in a position to strike but have decided to reopen discussions with the railroads [**presstime**, Feb. 1986, p. 41]. ☐

DOT proposes more deregulation

The U.S. Department of Transportation submitted to Congress proposed legislation to deregulate the trucking and household-good industries as well as the freight-forwarding and domestic water-carrier industries.

The measure would eliminate regulations affecting rate and non-safety matters. It also would eliminate tariff filing requirements and antitrust immunity for collective ratemaking. ☐

Railroad reorganized

Reorganization of the Chicago, Milwaukee, St. Paul and Pacific Railroad—known as the Milwaukee Road—has been completed after an eight-year effort to resolve its financial problems through federal bankruptcy proceedings. More than half of the railroad's 10,000 miles of line were abandoned.

About 3,000 miles were sold to Soo Line Railroad Co. last March for $571 million [**presstime**, April 1985, p. 43].

Meanwhile, the Interstate Commerce Commission has renewed temporary authority allowing interim service by various railroads on certain Milwaukee Road lines. ☐

ANPA, others argue for no change in rules for TMC

ANPA and at least 15 newspapers individually have asked the U.S. Postal Service Board of Governors not to change rules under which some daily newspapers deliver total-market-coverage publications via second-class mail.

The Association and others were responding to a recommendation of the Postal Rate Commission that the governors effectively disallow second-class TMC by requiring a separate mailing list for such publications.

The recommendation stemmed from a complaint filed by direct-mail firm Advo-System Inc. against newspapers' use of second-class TMC [presstime, Feb. 1986, p. 41].

The recommendation was put on the governors' agenda for their March 3-4 meeting. However, in late February, it was not clear whether they will render a decision on the matter at that time.

ANPA sent the governors a 14-page document signed by Postal Committee Chairman Sandra C. Hardy and stating the Association's dismay "at the commission's apparent willingness to lay open its complaint docket for an unabashedly competitive assault and to adopt without quibble the complainant's arguments, concerns and requested relief."

"We urge the Governors not to change the rules in the middle of the game just to suit Advo, but rather to require the Postal Service to enforce its existing regulations to bar true advertising publications from second-class mail," said Hardy, vice president of Calkins Newspapers in Levittown, Pa. "The targeted discrimination against daily newspapers intended by this decision is indefensible in law or public policy."

One reason newspapers have become aggressive in their TMC activities—including their use of second-class—is that they must respond to direct-mail firms that have been given a competitive advantage because of unfairly low third-class rates, the ANPA document said.

Advo told the governors they should adopt the recommendation, saying the publications in question are not "issues" of the daily newspaper as allowed under existing rules. "They are separate weekly publications, designed primarily for advertising purposes and free circulation.

"As such," the direct-mail company continued, "they are inconsistent with the essential nature of second-class mail and are ineligible for the second-class mail privilege, unless they independently meet the eligibility criteria. . . ."

Among newspaper companies offering comments was the Dallas Times Herald, which said that the commission mistakenly believes so-called "plus" issues, a name given the controversial TMC papers in postal circles, "are nothing more than a means of distributing advertising at second-class rates."

In actuality, the Times Herald's publication, "Community Close-Up," published every Wednesday and received by subscribers as well as non-subscribers, is a "legitimate editorial product," said Arthur E. Wible Jr., publisher and chief executive officer. It contains news, sports and other information about "a wide range of activities which are of genuine interest to the local community to which it is addressed," he said.

Robert D. Fairchild, business manager of The Spokesman-Review and Spokane Chronicle, said it "seems for some reason the post office is not wanting to cooperate with newspapers in their effort to communicate to the broadest number of people in a circulation area."

The Daily News of Los Angeles said if the governors accept the recommendation, the newspaper could "no longer publish and distribute in a timely manner the local community news, Little League scores, and time-valued information our market has been receiving for nearly a year." President and Publisher Byron C. Campbell said the Daily News has worked closely with postal officials to ensure that its program complies with all regulations.

William C. Eisenbeiss, vice president of The Virginian-Pilot and The Ledger-Star of Norfolk, said the change would drive away "a number of newspapers that are significant dollar-volume customers under present regulations." ☐

In-county rate increase likely March 9

Second-class, in-county rates are liable to go up March 9 for the second time this year, said John R. McKean, chairman of the U.S. Postal Service Board of Governors. There are two reasons.

One is that Congress allocated less money than expected for the current fiscal year in the subsidy for "preferred" mail—including newspapers mailed in-county and for mailings of fewer than 5,000 copies outside the county of publication.

McKean pointed out that Congress' appropriation of $748 million was $72 million less than needed to maintain rates that were put into effect Jan. 1 [presstime, Jan. 1986, p. 39].

The second reason is that the Balanced Budget Act of 1986—also known as Gramm-Rudman-Hollings for its legislative sponsors—will cause further subsidy cuts and therefore further price increases. According to McKean, the act may knock another $33 million off the subsidy for the current fiscal year.

The board chairman also outlined higher rates that likely will be imposed because of cuts necessitated by the budget-balancing law, which remains in effect pending a decision expected later this year by the U.S. Supreme Court.

For in-county mail, the current per-pound rate of 7.9 cents is likely to increase to 9.3 cents. The per-piece rate is expected to increase from 4.3 to 5 cents; and the per-piece rate for mail presorted to carrier-route level, from 2.5 to 3.2 cents. ☐

POSTAL NOTES

• President Reagan suggested in February that mail delivery in the United States could be cheaper and better if handled by the private sector.

The "most direct approach" to such "**privatization**" would be eliminating the so-called private express statutes that prohibit competition with the government monopoly, he said.

In his annual economic report to Congress, Reagan also said a profit-oriented firm would operate at costs lower than those of the U.S. Postal Service.

• A "**service improvement kit**" has been developed for publications delivered by mail. It was prepared by the Eastern Region focus group that includes three newspaper companies. The group is one of six mailer groups that USPS formed in an effort to improve publication delivery.

Among other things, the free kit contains information on postal field management and a directory of postal managers to call for help.

For more information, contact Program Manager Paul H. Roche, USPS Eastern Region, P.O. Box 8601, Philadelphia, Pa. 19197-0612; (215) 496-6062.

13 technical seminars planned for second half of '86

ANPA is planning 13 "hands-on" technical seminars for the second half of 1986.

These seminars are conducted by the Association's Technical Services Department at The Newspaper Center in Reston, Va. Class size is limited to no more than 10, and the registration fee for each is $575.

There will also be nine non-technical sessions during the six-month period. They were listed in the September 1985 issue of presstime, pp. 56-58. Any changes in the schedule for these seminars will be announced in future issues.

The July-December schedule for technical seminars is as follows:

Advanced Offset Press Operations

July 7-11
Aug. 4-8
Sept. 15-19
Oct. 27-31
Nov. 17-21
Dec. 8-12

Pressmen will learn advanced techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Color Scanner Operation for Newspaper Reproduction

July 21-25
Nov. 10-14

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction—including the purpose of making additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Process Camera Techniques for Newspaper Reproduction

Aug. 4-8
Oct. 27-31

Production and management personnel will obtain working knowledge of the customary instruments used for process camera operation at a newspaper. Also, the seminar will introduce attendees to the proper use of contact screens, processor control, chemistry, films and diffusion transfer material. Lectures and demonstration on the Hell and Royal Zenith Scanners will be conducted. Instruction and operation of the ECRM Autokon camera will be provided.

Newspaper Quality Control

Aug. 18-22

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Direct Screen Color Separation for Newspaper Reproduction

Sept. 29-Oct. 3

This seminar covers the skills needed for utilization of direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation, problems and working with high intensity lights.

Management Introduction to Newspaper Technology

Oct. 6-10

Management personnel are introduced to the latest developments in electronic editorial and production systems. The seminar is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on these seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1217. ☐

Starting pay, enrollments up, placement survey shows

Starting salaries at daily newspapers are on the rise, and so again are enrollments in schools of journalism.

Those were among the highlights from two annual surveys: one detailing where recent graduates found work, the other charting journalism school enrollments.

According to the annual placement survey by The Dow Jones Newspaper Fund, the median salary paid recent J-school graduates by daily newspapers rose 13 percent in 1985, the largest one-year gain of any of the communications fields.

Over the last three years, the starting salary has jumped from $11,180 a year to $13,520. "That is a significant increase," said Thomas E. Engleman, executive director of the fund.

Englemen attributed the gain to increased awareness among editors and publishers of the salary problem. Through articles in the trade press and at meetings of educators and editors, he said, "journalism schools . . . have made their point to editors that their students are very concerned about salaries and are making choices of college majors and careers in part because of the salary question."

According to Engleman, growth in starting salaries also is linked to the increased emphasis on minority hiring by daily newspapers. As papers examined their recruiting practices in an effort to increase minority hiring, they found a need to raise salaries across the board, he said.

According to the 1985 survey, 11.5 percent of the graduates hired by daily newspapers were minorities; that compares with only 3.3 percent in 1975. "There's a lot more work to be done, but to show some progress is also important, and we can see some progress in this series of surveys," Engleman said.

Of all minority J-school graduates in 1985, newspapers hired 13.9 percent, down from 16.5 percent in 1984 [presstime, Feb. 1985, p. 37]. Daily newspapers alone hired 11.1 percent, down from 12.7 in 1984.

Overall, daily and weekly newspapers and news services hired about 3,160, or about 15.5 percent of all, journalism and mass communications college graduates in 1985, according to the survey. This was down from 17.1 percent in 1984.

Other communications industry segments increased their hiring percentages. Public relations agencies and corporate public relations departments hired 11.8 percent of the graduating class, up from 8.5 percent; advertising agencies 10.5 percent, up from 8.6 percent; and radio and television 11.8 percent, up from 10.6 percent.

More than half of the class of 1985 found media-related work—55.3 percent compared with 55.8 percent in 1984. Other employers hired 26.1 percent, 6.6 percent reported they were attending graduate school and 12 percent were unemployed when the survey was conducted.

Of the 1,892 questionnaires mailed to 1985 graduates by The Newspaper Fund, 1,028, or 54.3 percent, were returned. Respondents represent 5 percent of the graduates.

The enrollments survey was conducted by Professor Paul V. Peterson of Ohio State University and showed that enrollments in schools of journalism and mass communications for the 1985-86 school year are up 4.9 percent.

That increase "is really quite significant," says Peterson, who does the annual study for the Association for Education in Journalism and Mass Communication. It is the first time in several years that journalism enrollments have increased significantly, he said. "Otherwise, they have been pretty level." Last year, enrollments rose only 1.7 percent.

Peterson compared 1985-86 and 1984-85 enrollments reported by schools with 500 or more journalism majors. Coincidentally, the number of journalism majors reported in this year's survey was about 4.9 percent more than reported last year—175 schools reported 82,766 majors this year, compared with 180 schools that reported 78,856 majors last year.

The makeup of the journalism student body was much the same as last year, according to the Peterson statistics. The percentage of female students this year is 59.8 percent, up slightly from 59.2 percent. The percentage of minorities is 8.6 percent, up from 8.15 percent. Black student enrollment is 6.14 percent, up from 5.9 percent. Peterson noted that several historically black colleges did not participate in the study.

The complete findings will be reported in the spring issue of Journalism Educator, published by AEJMC. ☐

Funding sources examined

Newspaper companies and individuals provide the bulk of the private-sector support for education for journalism and mass communication, according to a survey conducted for the Education for Journalism Committee of the American Society of Newspaper Editors.

Among the other findings presented at the committee's Jan. 24-25 meeting in Nashville were:

- "The bulk of private-sector support goes in very large grants to only a few programs.
- "Most such support goes to accredited programs.
- "Most of the programs get significantly little support from the private sector."

The survey was conducted by Emil Dansker, associate professor of journalism at Bowling Green State University, with assistance from The Dow Jones Newspaper Fund. Schools were asked to report all private-sector support they received during the 1984-85 school year. Responses were received from 108, or one-third, of the 324 U.S. schools and departments of journalism and mass communication surveyed.

Newspapers were the largest source of support, giving $2,491,073 of the $5,058,336 reported by the schools. Individuals were second, giving $1,584,746.

The survey found that most private-sector support goes toward scholarships.

Dansker concluded that there is a need to find ways to make the distribution of aid more even among the schools.

ANPA Foundation plans to survey newspapers and newspaper-related foundations this month on their support of journalism education, according to Judith D. Hines, vice president and director of the Foundation. ☐

Varied preparations in swing for 4th NIE Week observance

Newspapers are getting ready to observe the fourth annual Newspaper in Education Week March 3-7 with something old, something new and something borrowed.

NIE Week is aimed at promoting use of the newspaper as a classroom teaching tool and is cosponsored by ANPA Foundation and the International Reading Association [presstime, April 1985, p. 44].

California newspapers are sticking with the tried and true, a statewide contest in which students in grades four through six compete to create the best classroom newspaper.

The contest is in its third year. According to Jody Taylor, communications and educational services manager for The Orange County Register, 11 newspapers are participating this year, up from nine last year and seven the year before.

A first-time participant is The Hanford Sentinel. The contest "has created a lot of excitment in the schools here," reported Publisher Jack C. Morgan. Several of the participating classrooms toured the newspaper plant. And two even asked the Sentinel to print their entries. To be fair to the other entrants, the newspaper had to charge a fee for the service, Morgan said.

The Sentinel will choose local winners for each grade. One of them will be entered in the statewide contest. The paper planned to run a full page feature story on the competition on Feb. 27. To kick off NIE Week, it will announce the local winners March 3.

In Montana, a new effort was made this year to promote NIE Week throughout the state, according to Nancy S. Robinson, coordinator of the NIE program for the Bozeman Daily Chronicle and co-chairman for the entire state effort.

As in Montana, NIE Week steering committees have been formed in almost every state, with members designated by ANPA Foundation, the IRA and state press associations.

The Montana steering committee sent packets of information on NIE Week to more than 75 newspapers and offered to help newspapers organize observances, Robinson said. It also conducted two statewide teacher workshops.

In Illinois, 56 daily newspapers—90 percent of the dailies in the state—are committed to participation in NIE Week, according to John G. Whyte, director of community services for the Herald-News in Joliet. Only 37 dailies participated last year, said Whyte, state NIE Week co-chairman.

"We're getting it off the ground," said Whyte, who added that newspapers formed an Illinois Newspaper in Education Association last year.

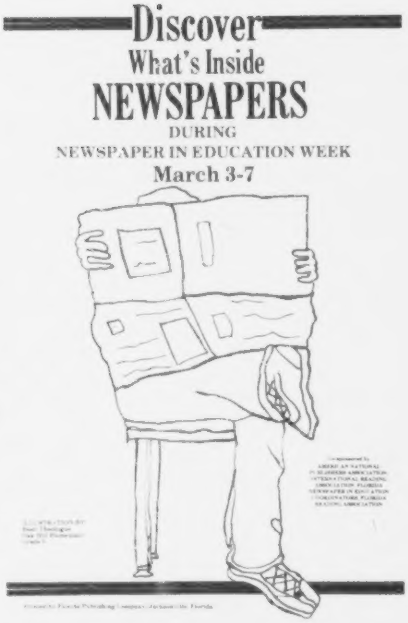
Florida has had a state NIE organization for several years. President of the organization, Caroline H. Charbonnet, said that at the end of this year's NIE Week observance, she hopes to compile a book of activities sponsored by newspapers in the state.

Director of educational services for The Florida Times Union and Jacksonville Journal, Charbonnet said newspapers are working with local chapters of the Florida Reading Association. For example, the Jacksonville papers printed an NIE Week poster featuring a drawing by a student of a Reading Association member.

The East Oregonian of Pendleton borrowed an NIE Week idea from across the country. The Golden Apple Award was "copied"—with permission—from The Tennessean in Nashville, according to Amy A. Bedford, NIE coordinator. Readers were asked to write 50 words or less about their favorite teacher. Every teacher nominated for the award will receive a certificate from the newspaper.

The paper plans to run house ads each day of NIE Week explaining how to use the newspaper as a teaching tool. With a local college, it is also sponsoring a two-weekend, for-credit course in using the newspaper in the classroom.

Bedford said she expects good cooperation from local schools. Some are even considering making one day during NIE Week a "no books" day—only newspapers allowed. —*Margaret Genovese*



Jacksonville newspapers have this NIE poster.

Foundation, ABA plan Constitution observance

In conjunction with the American Bar Association, ANPA Foundation is planning several programs and publications to observe the 1987 bicentennial of the U.S. Constitution.

Currently under consideration are five to eight issues to be explored in materials that would be made available to newspapers without charge. They include government checks and balances, judicial power, free expression, equality and rights of the accused. The bar association would like to know whether newspapers would use these or similar materials; whether materials should be camera-ready or in another form; and whether there are other suggested topics appropriate to the bicentennial.

For information or to respond to the ABA's questions, contact Rosalind Stark of ANPA Foundation at The Newspaper Center, Reston, Va.; (703) 648-1047. ☐

Grades 4-8 target of new booklet

A new guide to using the newspaper to teach grades four through eight is available from ANPA Foundation.

"Using the Newspaper in Upper Elementary and Middle Grades" contains lessons in four basic subject areas: language arts, science, math and social studies. It also has lessons designed to acquaint students with the newspaper.

Copies may be purchased in camera-ready, reproducible form for $35 each. Contact the Foundation's Ruth Finn at The Newspaper Center, Reston, Va.; (703) 648-1048. ☐

Shuttle disaster prompts extra editions, many creative local stories

The explosion of space shuttle Challenger tested the mettle of U.S. daily newspapers, particularly afternoon papers—many of which already were in the throes of regular deadlines when the 11:39 a.m. EST accident occurred.

They responded by replating pages, extending deadlines and taking all other possible steps to print the latest developments and reaction.

At least one p.m. newspaper, the Fort Lauderdale News, published an extra edition because the last regular p.m. edition already had gone to press. "Our first responsibility was to get something out on the streets," said Managing Editor Earl Maucker.

A handful of morning newspapers also responded with same-day coverage by producing extra editions circulated on the afternoon of Jan. 28.

Maucker said the Fort Lauderdale News' extra was produced by remaking pages from the A section and distributing that section primarily as a wrapper for full copies of the News already on the street.

After the decision to publish, the News' editorial staff had one hour and 10 minutes before deadline. Relying heavily on stories and photos from wire services, it put together four pages on the accident and even prepared a new lead editorial headlined, "Space effort must go on despite shuttle tragedy."

Local copy included reaction stories from South Florida educators and a photograph of people watching news coverage on TV sets in a Sears store.

The p.m. Concord (N.H.) Monitor, being the hometown paper of teacher-astronaut Christa McAuliffe (see story, p. 12), had two staff writers at Cape Canaveral who wrote the day's tragic lead story.

Other staff members in Concord set out to get local reaction. The newspaper pushed back its press time from 12:45 to 1:30 p.m. and increased the press run from about 23,500 to 26,000, said Editor Mike Pride.

The Public Opinion of Watertown, S.D., another afternoon paper, delayed by about 25 minutes its usual page lock-up time of 11:55 a.m. Central time (12:55 p.m. EST).

Editor Gordon R. Garnos said that gave the paper time to get in several local stories. One was about a retired Watertown resident who had worked on the design of the spacecraft's heat-resistant tiles. Another was about a resident who was a personal friend of shuttle Commander Francis R. (Dick) Scobee.

The Charlotte Observer
Shuttle Explodes, All Apparently Killed
Charlotte Observer

Jeff Willhelm, The Charlotte Observer

Hawker sells Charlotte Observer's extra.

The Scranton (Pa.) Times has three p.m. editions with press times of 11:30 a.m., 11:45 and 2:30 p.m. The first press run was almost finished when word arrived of the explosion, said Managing Editor Ed E. Rogers. The staff remade the second edition, using photos and a wire service story. Press time was postponed until between 12:15-12:30 p.m.

For the final edition, which got out on time, the news staff was able to produce a local photograph and four local stories—including one about a Navy commander who attended test-pilot school with shuttle pilot Michael J. Smith. Cmdr. David Newton happened to be visiting the family of Edward J. Lynett Jr., editor and co-publisher of the Times.

Morning newspapers had much more time to develop the disaster story, of course, but among those that did not wait until the next day to break the news was The Charlotte Observer. It was one of three Knight-Ridder newspapers to print a shuttle-explosion extra.

"We had some fits and starts because we weren't sure if we could handle it," said Bob Ashley, acting managing editor. The decision to "go" was made at 2 p.m. By 3:40 p.m., the first copies were rolling off the press. Minutes later they were on the street. The edition consisted mainly of that morning's paper with three pages of the A section replated with wire and local reaction stories.

Hawkers sold copies on city streets. Observer district circulation managers and others took bundles to the suburbs and other towns. "We had district managers taking armloads into convenience stores and selling copies on the way in," Ashley said.

The Sun in San Bernardino was one of four Gannett Co. papers to come out with a special, same-day edition. With an extra time advantage by virtue of its being in the Pacific time zone, the Sun actually published two extras.

"We were fortunate enough to have the plates still on the press from the night before," said Executive Editor Robert W. Ritter. This made it possible to print a "down and dirty" first extra in which the front page and one inside page were redone; other pages were picked from the previous run.

The paper hit the streets shortly after 11 a.m. (2 p.m. EST), in time for lunch crowds, Ritter said. The second extra had an additional page and a half of coverage and was out by 3:15 p.m.

The Observer and The Sun are examples of newspapers in cities that have lost a p.m. paper in recent years. The two were among a few a.m. publications that filled a void in afternoon coverage of the shuttle explosion—an event that many observers likened to the assassination of President John F. Kennedy, not only for its emotional intensity but also for its mid-day timing. The Kennedy assassination occurred at 12:30 p.m. Central time, Nov. 22, 1963. There were about 1,450 evening newspapers in the United States then, compared with less than 1,250 now.

Besides efforts to serve breaking-news coverage, many newspapers demonstrated creative ways to localize the disaster story. One was The Press-Enterprise of Riverside, Calif., an a.m. paper that interviewed psychologists on how teachers and parents could help children deal with the shuttle tragedy. Such a story was appropriate because the space mission was "so oriented to children and the schools," said Managing Editor/News Marcia A. McQuern.

—*C. David Rambo*

Journalist project to proceed

The Journalist-in-Space project will go on despite the Jan. 28 Challenger tragedy, according to spokesmen for the National Aeronautics and Space Administration and the Association of Schools of Journalism and Mass Communication.

ASJMC has resumed its selection process for the journalist, who would become the third civilian to be sent aloft. The second will be teacher Barbara Morgan, who was Christa McAuliffe's backup.

The journalist flight, originally scheduled for this fall, has been postponed indefinitely, as have all shuttle missions.

The deadline for filing journalist-in-space applications was two weeks before the Challenger explosion [presstime, Feb. 1986, p. 44]. Jack Bass, public affairs coordinator for the project, said that none of the 1,703 applicants has asked to have his or her name withdrawn since the tragedy, in which McAuliffe and six other astronauts were killed.

The original timetable had called for the journalist/astronaut and his or her backup to be announced April 17. The plan now is for review panels of working journalists and journalism educators to meet this month and select 100 regional semifinalists, 20 in each of five regions. Their names will be announced in April.

In the second stage, selection panels at five coordinating schools of journalism will interview the regional semifinalists and narrow the field to 40, who will be named in May.

A 15-member national selection committee will meet with the regional nominees at a time yet to be determined to select five finalists. After physical examinations and briefings at the Johnson Space Center in Houston, seven senior NASA officials will select the journalist/astronaut and a backup.

Project Director Eric Johnson said the selection process was resumed at this time in order to take advantage of the administrative process already in place. ☐

The Pittsburgh Press has created a new position of "special editor" to recognize significant achievement among news staff members and to provide helpful input to management. See page 56.

Committee to urge approval of coupon promotion

With the results of a three-market test in hand, the liaison committee representing ANPA and the Newspaper Advertising Bureau has urged the Audit Bureau of Circulations to allow nationwide the same-day promotion of newspaper coupons' monetary value.

Donald A. Nizen

Committee members believe the results of the NAB test will help allay advertisers' fears that promotion of the monetary value of coupons on the day they are distributed in newspapers will cause wild fluctuations in the marketplace [presstime, Feb. 1986, p. 46].

According to final figures released in February, the test showed only mild fluctuations in circulation and product purchases—increases of 3.2 percent and 5.5 percent, respectively. A 29.7-percent increase in coupon redemption was considered "not statistically significant" by NAB because this fluctuation was "well within the range of variations experienced every week under normal business conditions."

The test was conducted last September in stores of the Harris-Teeter grocery chain in Charlotte and Raleigh, N.C., and in Charleston, S.C.

The ABC prohibition has long been a source of controversy between newspapers and major coupon advertisers, some of whom sit on the ABC board.

Many coupon advertisers contend that same-day promotion would encourage "misredemption" [fraudulent use of coupons] or skew advertisers' marketing plans by attracting large numbers of people with demographic profiles different from those of typical newspaper readers.

New data included in NAB's final report to the audit bureau indicate that even without special promotion of coupons, circulation jumps significantly on the weekday when most coupons are distributed. The data, compiled by Knight-Ridder Newspapers Inc. and covering a number of newspapers of various sizes, shows that circulation rises 13.3 to 30.4 percent for papers carrying coupons and food ads on "Best Food Day."

"This survey shows a unique opportunity to increase circulation," said Donald A. Nizen, Knight-Ridder vice president/circulation.

"One of the things advertisers have been telling us is they would like to see circulation increased and penetration increased. When we have people who don't necessarily take the paper buy the paper [for coupons], perhaps they will find other interesting material that makes them into readers," he said. ☐

INFE panel refining invoice standards

A committee of the International Newspaper Financial Executives has begun refining that organization's list of recommended standard elements for advertising invoices. It also has designed a proposed standard invoice.

As part of the expanded Standard Advertising Unit system, INFE previously recommended that newspapers include 27 standard elements in their ad invoices [presstime, Feb. 1984, p. 37].

Responding to comments from the advertising and financial communities, INFE's Advertising Liaison Committee re-evaluated each of the elements and, at a Feb. 11 meeting attended by representatives of other industry organizations and major newspaper companies, proposed a new list of 28 standard elements, according to Donald W. Kearney Jr., assistant controller of The New York Times.

The prototype invoice and new list of elements will be presented for review and comments to the INFE Board of Directors and membership, to the Standardization Subcommittee of the Newspaper Advertising Bureau's Future of Advertising Committee, to the International Newspaper Advertising and Marketing Executives, and to other newspaper industry organizations, Kearney said.

"The adoption of a standard or universal invoice by the newspaper industry makes a lot of sense at this time," he said. "It is the next logical step to be taken after the successful implementaion of the expanded SAU® program in July 1984." ☐

Wichita Eagle-Beacon curtails ad-rate differential

Conventional wisdom has it that significant trends begin on the East or West Coast, then drift slowly inward to the heartland.

But if The Wichita Eagle-Beacon has its way, Kansas will become known in newspaper circles as the place where the revolution in national advertising began.

The Eagle-Beacon recently began a program to equalize rates for national and retail advertisers, a move that has been demanded for years by national advertisers. The program applies to national advertisers buying a minimum of six full pages a year.

"I cannot foresee ever turning back," said Advertising Director William L. Poitevint. He said he expects "some form of this type of program will in fact be adopted by most newspapers."

Yet just as the Wichita program was being launched, the American Association of Advertising Agencies released figures showing that the national/retail rate differential reached an all-time high last year—64.6 percent. (See chart below.)

"The widening gap" puts off national advertisers "both psychologically and economically," said Richard P. Gallagher, chairman of the 4As Newspaper Committee and vice president, associate media director of McCann-Erickson Worldwide.

Meanwhile, the chairman of the counterpart committee of the Association of National Advertisers communicated his unhappiness about the national trend in a letter to Harold W. Andersen, publisher of the Omaha World-Herald. Andersen is chairman of the Newspaper Advertising Bureau's Future of Advertising Committee, formed to increase newspapers' share of advertising—particularly national.

"The potential for newspapers in the area that newspapers label 'national' is enormous, but this area carries what one distinguished newspaperman recently referred to as 'our self-inflicted wound—the national rate differential,'" wrote Thomas J. Purcell, corporate director, advertising and marketing services, of the George A. Hormel Co.

He told Andersen that if members of the Future of Advertising Committee "could put themselves in the seat of advertisers and their agencies trying to plan a year's program in newspapers on a nationwide basis, they'd see immediately why major advertisers and their agencies look elsewhere for dollar-efficient reach and frequency.

"The irony of many plans that eliminate (run-of-paper advertising) is that the desired reach and frequency are attained within the newspapers' own circulation systems via free-standing inserts and other vehicles at dollar levels advertisers find efficient."

With national advertisers' sentiment about newspapers' advertising policies running so high, the Wichita initiative is attracting a lot of interest—among advertisers, ad agencies and publishers alike.

The program has won the support of the newspaper's parent company, Knight-Ridder Newspapers Inc., which formally introduced "Laboratory/Wichita" in a presentation to the New York advertising community Feb. 19.

"We have a team in each of our Knight-Ridder sales offices out selling this (Wichita's new rate policy) to target accounts," Frederick C. Weiss, senior vice president/marketing director of Knight-Ridder Sales, told presstime. "We're going to pinpoint advertisers who are not using newspapers but logically could be or should be, then prepare a special proposal as to how they can test this in the laboratory context of Wichita."

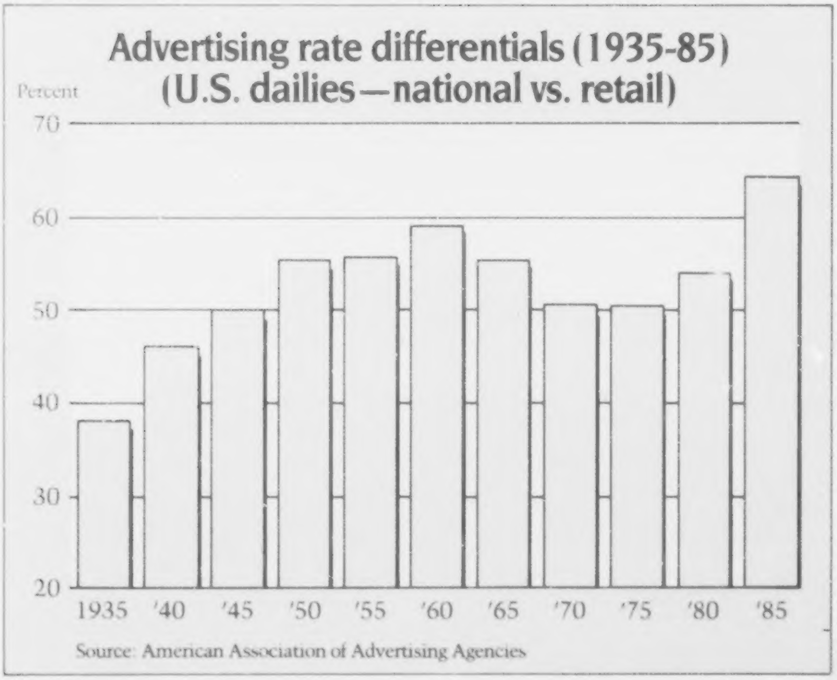
Although Weiss said he was "sure that Knight-Ridder and the industry will be watching (the project) carefully," he noted that "Knight-Ridder newspapers are autonomous in their pricing structure."

"There are some people in the business that are gutsy and take risks," he said, referring to the out-front position taken by Poitevint and Eagle-Beacon President and Publisher Norman J. Christiansen.

Both point out that the program takes advantage of some unique characteristics of the mid-continent city of about 280,000 population and its daily newspaper (circulation 126,807 morning, 190,447 Sunday).

"The rate differential is only one facet of the program," said Poitevint. "An advertiser will be able to (test) an awful lot of things along with the rate." For example:

- With almost 80 percent of the com-



Advertising rate differentials (1935-85)
(U.S. dailies—national vs. retail)

Source: American Association of Advertising Agencies

Alberto Pacheco

munity wired for cable television and with one of the nation's highest rates of daily newspaper penetration, Wichita offers an opportunity to study the effects on advertising of the erosion of network television's audience.

- Geographically isolated, as well as a distribution center for a large area, Wichita is a good place to track sales.
- Demographically, Wichita already has some characteristics that are destined to become national in scope. Sixty percent of its married women work outside the home, which is considered a few years ahead of the national trend, and the effective buying income per household—more than $32,000—is projected as the nationwide average about two years hence.
- The Eagle-Beacon's presses have split-run capacity to conduct a variety of tests, including comparisons of color and black-and-white ads. The paper also has a research staff with direct-input computer capacity to help advertisers assemble test results.

Despite the advertising community's long advocacy of a single rate for national and retail advertising, reaction from at least one ad-agency executive to Wichita's specific proposal was initially guarded.

"The spirit in which [the project] is being done is very interesting," said Thurman R. Pierce, a vice president at the J. Walter Thompson ad agency and chairman of the Advertising Research Foundation's Newspaper Audience Research Council. "But people don't change their media according to what one newspaper does to its price."

He added: "The only way to truly test lowering rates is for the whole industry to do it for two to three years."

—Marcia Ruth

New INAME chief Momsen urges more newspaper cooperation

Asked for the theme of his coming year as president of the International Newspaper Advertising and Marketing Executives, Robert C. Momsen replied, "Make 1986 the 'Year of the House Call.'"

Three weeks after he was sworn in at INAME's winter meeting in Las Vegas, the vice president/marketing for the St. Paul Pioneer Press and Dispatch told presstime, "The big drive will be in further standardization of practices in the way newspapers do business with our customers."

Moves toward standardization will be particularly emphasized in the areas of research, billing and circulation reporting, he said.

In remarks to the organization's 75th anniversary gathering, Momsen also stressed the theme of cooperative action. "The day when we took pride in the independence displayed by 1,700 publishers going 1,700 different directions is a thing of the past," he noted. "If we have learned nothing else in our 75 years, it's that—as Lincoln suggested back in the 1860s—only by being united will we succeed."

Momsen told the more than 850 newspaper executives attending the Jan. 26-29 meeting that "if we want to increase our share of the business, we have to sell the way our customers buy." In order to do this, he said, "We have to spend *more* time in our customers' offices and *less* in our own."

Stern words about newspapers' missed opportunities were delivered by an advertiser from television. "We're trying to spend money in newspapers, and you're not helping us," said Dennis Fitch, director of entertainment advertising for ABC Entertainment, a division of Capital Cities/ABC Inc. Newspapers are losing out to the more aggressive marketing of radio in the competition for an additional $20 million in advertising by network television, much of it available through co-op arrangements with local stations, he said.

Spokesmen for Montgomery Ward, J.C. Penney and Sears Roebuck urged newspapers to offer opportunities for more volume discounts for large advertisers.

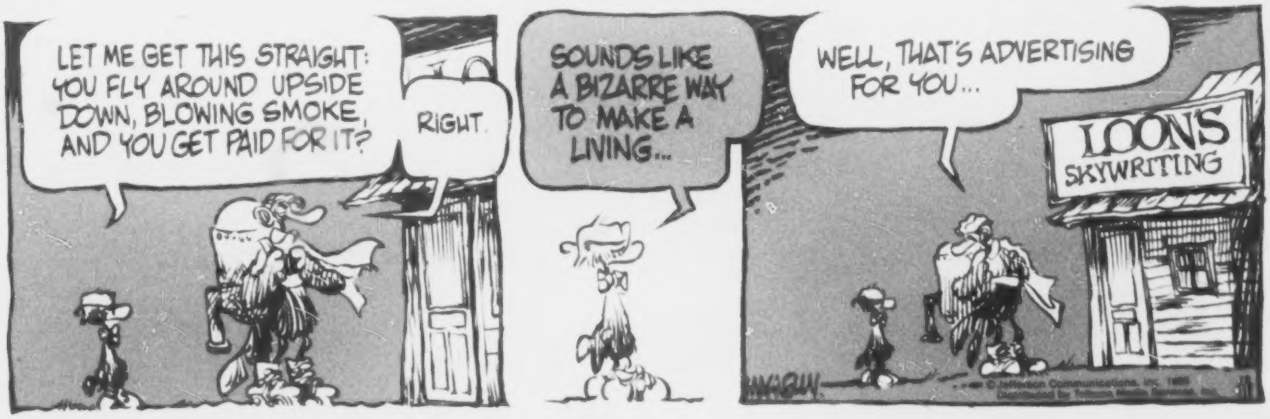
In a presentation titled "City Alive," Alfred Eisenpreis, vice president/retail advertising of the Newspaper Advertising Bureau, alerted ad executives to the opportunities presented by the trend toward revitalization of urban centers.

NAB President Craig C. Standen said he expects newspaper advertising will be up 10 percent in 1986, 1 percent above last year's increase. He predicted national will rise 10 percent, retail 9 percent and classified 11 percent, compared with 9, 5 and 12 percent, respectively, in 1985.

Other new INAME officers elected were: president-elect, Alan H. Dant, The Plain Dealer, Cleveland; first vice president, Roger H. Clapp, Richmond (Va.) Times-Dispatch and The News Leader; second vice president, Fred D. Crisp Jr., The News & Observer and The Raleigh (N.C.) Times. ☐

'Shoe'

By Jeff MacNelly


LET ME GET THIS STRAIGHT: YOU FLY AROUND UPSIDE DOWN, BLOWING SMOKE, AND YOU GET PAID FOR IT?
RIGHT.
SOUNDS LIKE A BIZARRE WAY TO MAKE A LIVING...
WELL, THAT'S ADVERTISING FOR YOU...
LOON'S SKYWRITING
MACNELLY
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The 25-cent daily starts to fade as single-copy prices keep going up

For five years, most daily newspapers have sold for 25 cents a copy. But where many newspapers charged less than a quarter in 1981, many charged more than that in 1985.

Thus the predominant price of 25 cents is showing signs of giving way. More than one in five newspapers charged more than a quarter last year, while the percentage of those selling for 25 cents dropped for the first time—from 74 to 70.9 percent.

The numbers come from ANPA's annual survey of street-sale prices (city zone) for dailies in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands. The 1985 survey covered 1,789 dailies and 795 Sunday papers.

Over the years, the surveys show, prices have risen rapidly in periods of high inflation and more slowly when inflation moderated. When the predominant price of 25 cents was first achieved, in 1981, it marked the third straight year of 5-cent increases in the most common price of a daily newspaper. That year, 55.8 percent sold for a quarter.

Once the two-bit threshold was reached, many other papers quickly joined the trend. The percentage of 25-cent papers increased to 70.4 percent a year later. And after leveling off at 74 percent, the percentage is now on the way down as the number of papers charging more than a quarter grows.

Last year, as 123 papers went from 25 cents to higher prices, the percentage of papers selling for more than a quarter rose to 22 percent. Only 7 percent cost less than a quarter last year. Five years earlier, just 2 percent sold for more than 25 cents while 42 percent were priced at less than a quarter.

Changes in Sunday prices in 1981 through 1985 reflect a similar pattern. The predominant price of 50 cents has held, but the number charging above the average has ballooned while the number charging less has dwindled.

In 1981, 37 percent charged less than 50 cents compared with 15 percent last year. The number costing more than that amount went up during that period from 21 to 48 percent. Those at 50 cents dropped from 42 to 37 percent.

Individual newspapers surveyed continue to reflect a broad range of prices.

The Daily Bulletin in Dauphin, Manitoba, still costs 5 cents, making it the least expensive newspaper in the survey. Six dailies, including USA Today and The Wall Street Journal, sell for 50 cents.

One Sunday newspaper—the Pleasanton Valley (Calif.) Times—sold during the year for 10 cents, and another—The New York Times—went for $1.25. ☐

Price per single copy of daily newspapers—1985

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	Total[1]
Alabama	4	–	23	–	–	–	–	27
Alaska	–	–	3	–	4	1	–	8
Arizona	–	–	15	–	4	–	–	20
Arkansas	–	2	31	–	–	–	–	33
California	–	5	106	1	2	–	–	115
Colorado	2	3	22	–	–	–	–	27
Connecticut	–	–	12	6	4	2	–	24
Delaware	–	–	1	–	2	–	–	3
District of Columbia	–	–	2	–	–	–	–	2
Florida	1	2	42	–	3	–	–	49
Georgia	–	1	34	–	–	–	–	35
Hawaii	–	–	4	–	2	–	–	6
Idaho	1	–	9	1	2	–	–	13
Illinois	–	5	52	10	6	–	–	73
Indiana	1	3	55	7	8	–	–	74
Iowa	1	2	24	3	7	–	–	37
Kansas	4	8	33	–	–	–	–	46
Kentucky	–	1	19	2	3	–	–	25
Louisiana	2	2	17	–	5	–	–	26
Maine	–	–	–	9	–	–	–	9
Maryland	–	–	13	2	1	–	–	16
Massachusetts	–	2	17	13	12	–	1	45
Michigan	1	4	36	6	5	–	–	52
Minnesota	–	1	17	4	4	–	–	26
Mississippi	1	–	19	–	2	–	1	23
Missouri	2	7	37	1	1	–	–	48
Montana	–	–	5	–	6	–	–	11
Nebraska	1	–	17	–	1	–	–	19
Nevada	–	–	6	–	1	–	–	7
New Hampshire	–	–	3	5	1	–	–	9
New Jersey	1	1	24	–	–	–	–	26
New Mexico	–	1	18	–	1	–	–	20
New York	–	1	39	13	15	–	1	69
North Carolina	2	2	48	–	1	–	–	53
North Dakota	–	–	4	2	4	–	–	10
Ohio	1	6	61	17	7	–	–	92
Oklahoma	–	3	47	–	3	–	–	53
Oregon	–	–	16	–	3	–	–	19
Pennsylvania	–	7	64	14	9	–	–	95
Rhode Island	–	–	1	4	2	–	–	7
South Carolina	–	–	18	–	–	–	–	18
South Dakota	–	1	11	–	1	–	–	13
Tennessee	–	3	21	–	4	–	–	28
Texas	1	1	103	–	9	–	–	114
Utah	–	–	4	–	2	–	–	6
Vermont	–	–	4	2	2	–	–	8
Virginia	2	3	32	–	–	–	1	38
Washington	–	1	19	–	6	–	–	26
West Virginia	2	4	13	2	2	–	–	23
Wisconsin	–	1	16	6	12	–	–	35
Wyoming	1	1	8	–	–	–	–	10
Totals								
U.S.	31	84	1,245	130	169	3	4	1,671[1]
Canada	2	3	20	39	31	12	2	110[1]
Bahamas	–	–	–	1	–	–	–	1
Bermuda	–	–	–	1	–	–	–	1
Guam	–	–	–	–	1	–	–	1
Puerto Rico	–	–	4	–	–	–	–	4
Virgin Islands	–	–	–	–	1	–	–	1
Grand Totals	33	87	1,269	171	202	15	6	1,789[1]

[1] Includes newspapers selling for 5 cents (one in Canada) and 10 cents (one each in Arizona, California, Florida, Kansas and Pennsylvania).

Price per single copy of Sunday newspapers—1985

	20 cents	25 cents	30 cents	35 cents	50 cents	60 cents	75 cents	85 cents	$1	Total[1]
Alabama	–	2	–	–	12	–	3	–	–	17
Alaska	–	–	–	–	2	–	1	–	–	3
Arizona	–	–	–	–	6	–	3	–	2	11
Arkansas	–	4	–	2	9	–	2	–	–	17
California	–	4	–	3	24	–	19	–	7	58
Colorado	–	–	–	2	9	–	1	–	–	12
Connecticut	–	–	–	–	–	1	6	–	4	11
Delaware	–	–	–	–	–	–	1	–	1	2
District of Columbia	–	–	–	–	–	–	–	–	1	1
Florida	–	3	–	1	19	–	7	–	3	33
Georgia	–	–	–	1	6	–	4	–	3	14
Hawaii	–	1	–	1	1	–	1	–	1	5
Idaho	–	–	–	–	2	–	4	–	2	8
Illinois	–	1	1	–	6	2	7	–	6	23
Indiana	–	–	–	–	2	2	9	–	6	19
Iowa	–	1	–	–	1	–	3	2	4	11
Kansas	1	1	–	3	9	–	3	–	–	18
Kentucky	–	1	–	–	3	–	4	–	3	12
Louisiana	–	1	–	1	10	–	3	–	1	16
Maine	–	–	–	–	–	1	–	–	–	2
Maryland	–	–	–	–	2	–	2	–	1	5
Massachusetts	–	–	–	–	2	1	2	–	3	11
Michigan	–	–	–	–	6	1	6	–	2	15
Minnesota	–	4	1	1	1	1	–	–	4	12
Mississippi	–	1	–	–	6	–	2	–	3	12
Missouri	1	5	–	1	6	–	5	–	1	19
Montana	–	–	–	–	2	–	4	–	1	7
Nebraska	–	1	–	–	4	–	2	–	–	7
Nevada	–	–	–	–	1	–	2	–	1	4
New Hampshire	–	–	–	–	–	–	2	–	–	3
New Jersey	–	–	1	2	7	–	4	–	2	16
New Mexico	–	4	–	–	5	–	3	–	1	13
New York	–	–	–	–	2	–	7	–	21	32
North Carolina	–	1	–	–	14	–	11	–	2	28
North Dakota	–	1	–	–	1	–	1	–	2	5
Ohio	1	–	–	–	10	4	10	–	5	30
Oklahoma	2	16	–	1	16	–	7	–	–	42
Oregon	–	1	–	–	5	–	2	–	2	10
Pennsylvania	–	–	–	–	4	2	11	3	2	23
Rhode Island	–	–	1	–	1	–	–	–	1	3
South Carolina	–	–	–	–	4	–	5	–	–	9
South Dakota	–	–	–	–	1	–	2	–	1	4
Tennessee	–	2	–	1	3	–	5	–	4	15
Texas	–	21	2	4	39	–	24	–	4	94
Utah	–	–	–	–	2	–	2	–	1	5
Vermont	–	–	–	–	–	–	2	–	1	3
Virginia	–	–	–	–	7	–	8	–	–	15
Washington	–	–	–	–	4	–	9	–	4	17
West Virginia	–	–	–	1	2	–	6	–	1	10
Wisconsin	–	–	–	–	2	–	1	–	9	12
Wyoming	–	–	–	1	2	–	1	–	–	4
Totals										
U.S.	5	76	6	26	282	15	229	5	123	778[1]
Canada	–	–	–	–	10	–	1	–	–	13[1]
Bahamas	–	–	–	–	–	–	–	–	–	0
Bermuda	–	–	–	–	–	–	–	–	–	0
Guam	–	–	–	–	1	–	–	–	–	1
Puerto Rico	–	–	–	–	2	1	–	–	–	3
Virgin Islands	–	–	–	–	–	–	–	–	–	0
Grand Totals	5	76	6	26	295	16	230	5	123	795[1]

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[1] Includes newspapers selling for 10 cents (one in California), 40 cents (one each in Kansas, Kentucky and New York), 55 cents (one in Canada), 65 cents (one each in Pennsylvania and Canada), 80 cents (one each in Maine and Massachusetts), 90 cents (one each in Massachusetts and New Hampshire), 95 cents (one in Massachusetts) and $1.25 (one in New York).

ABC issues may be studied

A meeting concerning Gannett Co.'s unhappiness with two policies of the Audit Bureau of Circulations has led to those issues being submitted for possible consideration to the boards of ANPA and the Newspaper Advertising Bureau.

The issues were referred to the chairmen of the two boards by the ANPA/NAB committee that serves as a liaison with the audit bureau. Members of the committee met with top Gannett officials Jan. 29. Later that day, Gannett announced it had decided to return 14 of its newspapers to ABC after pulling them out late last year.

According to committee chairman Edward W. Estlow, one issue concerns whether a publisher should have the option of having audience research included in ABC circulation statements, how such data might be presented and which sources of research might be acceptable. The other issue deals with whether there should be a greater emphasis on bulk sales in ABC reports for national newspapers.

Estlow, chairman of the executive committee of Scripps Howard, declined to speculate about why Gannett decided to return the 14 newspapers to ABC. "I view it as an act of good faith," he said.

Following the meeting, John J. Curley, Gannett president and chief operating officer, said, "We would much rather work within ABC than outside of it, and we are hopeful some of our suggestions for updating ABC policies will be thoughtfully considered."

A day before Gannett's return, the Association of National Advertisers issued a statement of support for ABC.

At The Globe and Mail of Toronto, which withdrew from ABC several weeks before the Gannett papers, a spokesman said no return to membership was contemplated (presstime, Feb. 1986, p. 48).

Increase exceeds CPI

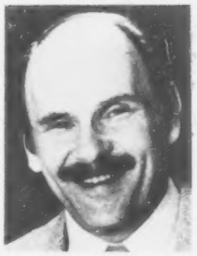
Between December 1984 and December 1985, the average price of a newspaper climbed 4.4 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics. During that time, the Consumer Price Index increased 3.8 percent.

The previous year, the average price of a newspaper climbed 3.9 percent, while the CPI went up 4 percent (presstime, March 1985, p. 44). ☐

New editorial position enlivens careers

The Pittsburgh Press has put a crimp in "The Peter Principle"—the notion that employees tend to be promoted in an organization until they reach their level of incompetence.

As a result of in-house brainstorming among reporters and editors, the new position of "special editor" was born at the Scripps Howard daily.


Roger W. Stuart II

"It is typical in our industry and certainly true here at the Press that outstanding staffers could only be recognized by being promoted out of their area of expertise," said Editor Angus McEachran.

For example, he noted, an excellent writer stops writing and becomes an editor, an excellent photographer stops shooting and starts making assignments, cropping pictures and writing cutlines. "Very often these people are not nearly as happy or as effective as they were in their former jobs," McEachran said.

By creating the special editor position, he said, the newspaper not only recognizes superior performance but also brings fresh ideas to management "without removing our finest workers from what they do best."

"We wanted to keep people interested in their careers and get recognition outside of contests," McEachran explained.

The designation of special editor carries a one-time stipend of $1,000 and the opportunity to take part in management matters for three years while pursuing one's own field of work.

The first person to be so designated, Roger W. Stuart II, is a 46-year-old special-assignments reporter. He still works at his regular job, which he calls "my basic mission in life," but he now finds himself invited to many management meetings.

"I'm still getting the feel of it," he reported in mid-February, a month and a half after being named to the new position. Stuart said he is not obligated to attend meetings if they interfere with his regular job.

The special editor designation also allows attendance at a professional seminar of up to two weeks during the first year, to be mutually selected by the special editor and McEachran.

Although one new special editor will be named each year, those already holding the title will not lose it at the end of their three-year stints. Each will be identified at the end of an article or in credit lines as, for example, "Stuart is a Special Editor/News for The Pittsburgh Press." Other designees could come from the sports department, the business staff, the copy desk, features, editorial, graphics, cartooning or photography.

To be eligible, an employee must have been with the Press for at least five years and have "demonstrated consistent outstanding achievement, cooperative spirit and the highest ethical standards."

Stuart joined the Press in 1961. In addition to serving as an editorial writer for six years, he has covered civil rights, courts and state government. He was an investigative reporter before joining the special-assignments team in 1983.

McEachran said he does not know of a similar program at any other newspaper. "We're gratified with the results thus far," he said, adding that Stuart is "bringing a different perspective to our (management) sessions."

Concord wage-hour case delayed until June

There has been a postponement until June 9 of the trial involving the Concord (N.H.) Monitor's contention that its reporters are professional employees exempt from coverage under the Fair Labor Standards Act.

The trial was interrupted in its second week when word was received Jan. 28 that the space shuttle Challenger had exploded, killing Concord teacher Christa McAuliffe. The newspaper's chief lawyer is a law partner of McAuliffe's husband.

On Feb. 4, U.S. District Court recessed the trial for four months because of scheduling problems [**presstime**, Feb. 1986, p. 57].

Discrimination case dismissed at Plain Dealer

A 14-year-old case charging The Plain Dealer of Cleveland with sex discrimination in employment has been dismissed by a federal judge.

U.S. District Judge Thomas D. Lambros granted the newspaper's motion for summary judgment based on the defense of "laches"—a reasonable time limitation on a party's right to bring suit.

The case began April 12, 1972, when Local 1 of The Newspaper Guild filed a charge with the Equal Employment Opportunity Commission. The union alleged that the newspaper was discriminating against women in the editorial department on the basis of merit pay, promotions and assignments.

The company received the EEOC's notice of the charge four weeks later, but the agency said it was uncertain when the investigation would begin because of a "heavy backlog of pending work."

In April 1974, the EEOC informed the Guild that it still had not been able to process the charge. The EEOC asked the union either to allow the agency's investigation to go forward, to sue The Plain Dealer in federal court or to drop the charge. The Guild chose to keep the matter within the jurisdiction of the EEOC.

However, the commission's investigation did not begin until two years later. And in 1982, the EEOC informed the Guild that conciliation efforts had failed. The Guild then filed its class-action suit in U.S. District Court [**presstime**, Oct. 1982, p. 53].

Judge Lambros found the Guild did not present "a sufficient explanation" for its delay in bringing suit. He noted that the Guild is a union with "specific knowledge and responsibility in equal employment opportunity matters" and with legal counsel. "Its course of continued inaction and disinterest cannot, therefore, be written off to ignorance of legal rights," he said.

While Lambros said the Guild's April 1974 choice to keep the matter before the EEOC "by itself cannot be condemned, it is the continued omission to obtain a right-to-sue letter for the next eight years that is inexcusable."

The Guild is appealing the decision.

(*The Cleveland Newspaper Guild, Local 1, v. The Plain Dealer Publishing Co.*, USDC ND Ohio, ED No. C-82-2128)

Arbitrator upholds driver's dismissal after cocaine was found in test

The discharge of a circulation delivery driver for using cocaine has been sustained by an arbitrator in what is believed to be the first case of its kind in the newspaper business.

Since 1970, the driver had worked for the San Francisco Newspaper Agency, the company that handles non-editorial functions of the San Francisco Chronicle and the San Francisco Examiner. He was represented by Local 921 of the Teamsters.

Arbitrator Donald H. Wollett noted that the driver had "fought a battle with drug abuse" over the years, and that both the company and union were aware of his problem. In March 1983, he had been discharged for addiction but later was reinstated on condition that he:

- Pass a drug-screening test.
- Continue treatment under a union rehabilitation program.
- Pass random drug-screening tests each month.

In June 1983, a random test showed traces of cocaine, indicating usage of that drug within the previous three days. He was then fired for the second time.

In the arbitration hearing, the union argued that the driver should be reinstated again, saying he had rehabilitated himself since the second discharge. The company contended that evidence of rehabilitation was irrelevant to the question of whether there was sufficient reason to discharge him at the time of dismissal.

Arbitrator Wollett noted that he has consistently applied the principle of excluding post-discharge evidence. However, he said, he was persuaded by the Teamsters' lawyer that the union be given an opportunity to show that "the modern view" of arbitrators makes exceptions when the ground for discharge is substance abuse.

After receiving briefs from the parties, Wollett upheld the company's position. "I do not understand how a discharge which is justified at the time it occurs becomes wrongful because of the grievant's subsequent rehabilitation," he said.

Additional arbitration awards

Altoona (Pa.) Mirror, ITU: Arthur A. Sloane upheld the company's contractual right to reduce its composing room workforce.

Fairmont (W.Va.) Times-West Virginian, GCIU: James C. Duff ruled that the newspaper was not obligated to retain as a journeyman an apprentice pressman who had completed his apprenticeship.

Minneapolis Star and Tribune, Guild: James L. Hetland Jr. ordered the company to remove a disciplinary letter of reprimand given a reporter for an "aggressive verbal confrontation" with a news source.

Montreal Gazette, Guild: Raymond Leboeuf ruled that the company was unjustified in suspending a sports columnist for doing radio commercials for local businesses.

San Diego Union and Tribune, Guild: Louis M. Zigman sustained the discharge of a circulation district manager for mishandling company funds.

San Francisco Newspaper Agency, ITU: Armon Barsamian ruled that the company was entitled to recover $22,455 in damages from a mailers' union for additional payroll costs incurred as a result of two work stoppages on July 28, 1984.

San Jose Mercury News, Guild: Harvey Letter sustained the discharge of a janitor for physically assaulting a foreman; at the same time, he rescinded the discharge of a second janitor who was involved in the incident.

Seattle Times, Guild: Philip Kienast ruled that the company did not violate a union-security clause in the labor agreement by refusing to discharge two advertising sales employees for not joining the union.

Toronto Star, Guild: J.W. Samuels overturned the five-day suspension of a part-time newspaper deliverer for allegedly damaging a parked car.

Youngstown (Ohio) Vindicator, Guild: Marvin J. Feldman ruled that a person who worked 81 days as a "tryout" on the copy desk had become a regular full-time employee.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Layoff dispute at Virginia daily heads for arbitration

The U.S. Supreme Court has declined to review a ruling that a dispute between the Roanoke (Va.) Times & World-News and 16 of its printers be submitted to arbitration.

The printers allege they were laid off in violation of a pledge of lifetime job security contained in an addendum to the labor agreement with Roanoke Typographical Union No. 60. The addendum states there will be no layoffs unless the company determines that its business has been adversely affected by reduced advertising linage.

The company had sought to arbitrate the dispute, but a federal judge in 1983 held that the addendum was a document separate from the labor agreement and was therefore not subject to the arbitration provisions of the basic agreement.

Two years later, however, the 4th U.S. Circuit Court of Appeals instructed the judge to allow the arbitration to go forward. The printers then appealed to the Supreme Court.

The case is complicated by a lawsuit filed by the printers in 1983 against the company, the international union and its local. The suit, which is pending in U.S. District Court in Danville, Va., seeks some $42 million in compensatory and punitive damages. The plaintiffs allege that union officers were hostile to them and that the union had breached its duty of fair representation.

(Adkins v. Times-World Corp., U.S. Supreme Court No. 85-888) ☐

Court lets stand ruling in Paterson case

The U.S. Supreme Court has refused to review an order of the NLRB directing The News of Paterson, N.J., to bargain with a union representing mailroom and delivery workers. The board's order had been affirmed by the 3rd U.S. Circuit Court of Appeals.

The case involved T&T News Co. employees represented by the Newspaper and Mail Deliverers' Union of New York and Vicinity. The board found that T&T was not an independent contractor, as contended by the company, but an "administrative arm" of the newspaper [presstime, Sept. 1984, p. 45].

(Allbritton Communications v. NLRB, U.S. Supreme Court No. 85-660) ☐

Arbiter reinstates 8 ITU reps

An arbitrator recently sustained one discharge of an international representative but overruled eight others that took place when the International Typographical Union changed presidents — and prospective merger partners — in 1984.

Arbitrator Joseph M. Sharnott sustained the union's discharge of Thomas J. McGrath for actively promoting merger with the Teamsters at the ITU's 1984 convention. McGrath had been ordered by new President Robert S. McMichen not to attend the event in Atlantic City, N.J.

McMichen's predecessor, Joe Bingel, had favored merger with the Teamsters, but McMichen supports merger with the Graphic Communications International Union or some other AFL-CIO union.

Besides sustaining McGrath's discharge, Sharnott dismissed — without ruling on the merits — the grievances of two other international representatives who retired after being discharged.

But in reinstating the eight other representatives who also were discharged after McMichen took office, Sharnott said there was "insufficient basis to justify" their being dismissed.

Another representative was reinstated last year [presstime, July 1985, p. 60]. A grievance by a 13th international representative was withdrawn.

The grievances were filed on behalf of the ITU employees by their bargaining representative, Local 1 of the independent International Federation of Staff and Office Employees' Union. McGrath was president of the local.

NLRB elections

Elgin (Ill.) Daily Courier-News, ITU: Editorial employees represented by Chicago Typographical Union No. 16 voted 21-1 in favor of invalidating the union security clause in their labor agreement. As a result of the deauthorization election, the union continues to be the bargaining representative for the unit, but employees are no longer required to join or remain in the union as a condition of employment.

(NLRB Case No. 13-UD-339)

Harrisburg (Pa.) Patriot and Evening News, ITU: Composing room employees voted 20-16 against further representation by Typographical Union No. 14.

(NLRB Case No. 4-RD-1242)

Hudson (N.Y.) Register-Star, Guild: All employees voted 36-22 in favor of representation by The Newspaper Guild of Albany. The bargaining unit includes employees of the weekly Chatham Courier.

(NLRB Case No. 3-RC-8828)

Mount Vernon (Wash.) Skagit Valley Herald, Guild: A unit of all employees except pressroom workers who are represented by another union voted 38-33 in favor of representation by The Newspaper Guild. The unit includes employees of the weekly Anacortes American.

(NLRB Case No. 19-RC-11282)

Waukegan (Ill.) News-Sun, Guild: Drivers voted 9-4 against representation by the Chicago Newspaper Guild.

(NLRB Case No. 13-RC-16791)

Recent contract settlements

Chicago Sun-Times, Chicago Tribune, GCIU: Three-year agreement covering employees in the pre-press photo department; retroactive to Aug. 17, 1985.

Cincinnati Post, Guild: Three-year agreement covering editorial and library employees; retroactive to March 1, 1985.

Columbus (Ohio) Dispatch, GCIU, Teamsters: Three-year agreements covering photoengravers, mailers and drivers; retroactive to Feb. 16, 1985, Jan. 1, 1985, and Sept. 15, 1985, respectively.

Denver Post, ITU: Two-year agreement covering composing room employees; retroactive to April 1, 1985.

Milwaukee Journal and Sentinel, ITU: Three-year agreement covering mailroom employees; retroactive to Aug. 16, 1985.

Washington Post, GCIU: Twenty-nine-month agreement covering photoengravers; retroactive to Sept. 16, 1985.

(Details in February and March 1986 ANPA Labor & Personnel Relations Letters.)

California daily seeks review of bargaining order

The Daily Republic of Fairfield, Calif., has asked the 9th U.S. Circuit Court of Appeals to reconsider a recent ruling that upheld an NLRB order to bargain with a union.

The Northern California Newspaper Organizing Committee was certified in 1984 to represent a unit of all full-time and regular part-time employees at the newspaper. The company refused to bargain with the committee, which goes under the acronym "NOCNOC," contending that it was not a labor organization within the meaning of the Taft-Hartley Act.

NOCNOC was formed in 1981 by several San Francisco-area newspaper unions. It includes locals of the Graphic Communications International Union, The Newspaper Guild, the International Typographical Union and the Teamsters.

The NLRB ruled last year that the newspaper was "attempting to relitigate" issues that "were or could have been" resolved in the representation proceedings that led to an election won 62-53 by NOCNOC.

The company appealed the board's decision to the 9th Circuit [presstime, June 1985, p. 88].

AIDS issues addressed

The American Management Association has published an 82-page booklet about a growing concern among employers and their personnel departments: how to deal with acquired immune deficiency syndrome — AIDS — in the work environment.

AMA points out that it is important for employers to prepare and not wait for a case of AIDS to develop. Medical authorities say there is no indication that an employee with AIDS constitutes a health risk in the workplace [presstime, Nov. 1985, p. 58].

Don L. Bohl, AMA's managing editor of membership publications, said the response to the booklet from the association's members has been "extraordinarily positive."

Copies of "AIDS: The Workplace Issues" are available to AMA members for $7.50 and to non-members for $10 from the American Management Association, 135 W. 50th St., New York, N.Y. 10020, (212) 903-8042.

Speeches

Virgil Fassio

Robert C. Momsen

Ferguson Rood

Sheri Herman

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Report on the Future of Advertising Project
Harold W. Andersen, chairman and chief executive officer, Omaha World-Herald Co. Report to the Directors of ANPA and of the Newspaper Advertising Bureau, January 1986.

Advertising and Public Relations
Charles R. Werle, director/corporate relations, Leo Burnett International, Chicago. International Newspaper Promotion Association Central Region conference, Kansas City, Mo., Oct. 7.

The Libel Climate Today: An Overview
David Anderson, Stanley D. Rosenberg centennial professor, University of Texas Law School, Austin. Southern Newspaper Publishers Association Foundation libel seminar, Chapel Hill, N.C., Sept. 30.

The Impact of the Information Age on Science
John Diebold, chairman, The Diebold Group Inc., New York City. Testimony before the House Science and Technology Committee, Washington, D.C., Sept. 10. (Or see Feb. 1, 1986, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

From the ANPA Labor and Personnel Relations Conference, San Diego, Jan. 5-8:

Circulation Organization Culture: Each Newspaper Is Unique
Virgil Fassio, publisher, Seattle Post-Intelligencer.

The Hazard Communication Standard
William D. Rinehart, ANPA vice president/technical, Reston, Va.

"Employment at Will" Update—Focus on the Newspaper Industry
Claudia M. James, ANPA assistant general counsel, Reston, Va.

From the International Newspaper Advertising and Marketing Executives sales conference, Las Vegas, Jan. 26-29:

Acceptance Speech
Incoming INAME President Robert C. Momsen, vice president/marketing, St. Paul Pioneer Press Dispatch

Selling Newspaper Advertising with the 1985 Simmons-Scarborough Study
Ferguson Rood, vice president and assistant to the president, Atlanta Journal and Constitution

An Approach to Advertising Information Systems
Louis E. Alexander, retail advertising manager, San Jose Mercury News

Newspaper Advertising: An Overview and Current Trends
Craig C. Standen, president, and Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City

The Power of the Newspaper Environment
Christine D. Urban, president, Urban & Associates Inc., Sharon, Mass. (This speech was delivered by Kathy Beitler, market research manager of the firm.)

Newspapers and Sears: Partners in Progress
Ralph W. Hoch, manager/national retail general merchandise, Sears Roebuck and Co., Chicago

United Cable's Audience Promotion Program
Sheri Herman, director/programming and new product development, United Cable, Denver.

Fluctuating exchange rates cloud outlook for newsprint prices

The recent decline in the value of the Canadian dollar in relation to the U.S. dollar and the weakening of the U.S. dollar versus other world currencies has fueled divergent speculation over the fate of newsprint prices.

Some observers predict there will be no price increase by North American producers this year. Others foresee one.

The Canadian dollar, which has been falling against the U.S. dollar for about a decade, hit an all-time low Feb. 4, closing at 69.24 cents (U.S.). By Feb. 18, it had rebounded to 71.64 cents. As recently as 1976, the Canadian dollar was worth $1.04 U.S.

A weak Canadian dollar means more profit for Canadian newsprint producers who sell to U.S. publishers. Although their share of the U.S. market has been declining as American newsprint-making capacity has grown, Canadian manufacturers still account for the majority of U.S. newsprint consumption, some 57 percent last year.

The list price of newsprint from North American mills has not risen since July 1984, when it went to $535 a metric ton [presstime, Jan. 1986, p. 7]. Last year, producers repeatedly tried to implement a 6.5-percent increase but were unable to make it stick because of abundant supply.

William Metzfield, president of Gannett Supply Co., noted that the exchange rate is giving Canadian producers more revenue than that once-proposed price increase would have. The Canadian dollar declined about 9 percent against the U.S. dollar last year, he pointed out.

According to Metzfield, who oversees newsprint buying for Gannett Co., the consensus among U.S. publishers is that if there is a price increase, it will not be implemented until late in the year.

Homer E. Taylor, vice president of manufacturing and supply for Scripps Howard, said the sagging Canadian dollar makes it less likely that producers will be able to raise prices this year.

"If the Canadian dollar continues to be weak against the U.S. dollar, I don't anticipate an Eastern price increase at all this year," he said. Taylor added that there is even a "remote possibility" of a list-price rollback for Eastern customers to combat heavy discounting.

Western producers, Taylor said, have instituted two temporary, 5-percent price rollbacks since the list price went up to $535. "Most people insist on discounts being written into contracts," he said. "The advantage of a temporary rollback (to producers) is they can discontinue it at any time."

Because they do not share in the windfall enjoyed by Canadian companies because of the disparity between the Canadian and American dollars, U.S. newsprint producers will have to "tighten their belts and continue to try to be cost-effective," he added.

U.S. papermakers generally peg their prices at the going rate for Canadian newsprint, which means the Canadian companies currently enjoy a hefty advantage over U.S. mill operators. That is, they can take the $535 (U.S.) for a ton of newsprint and exchange it, as of Feb. 19, for $746.50 (Canadian).

> *Because of the exchange rate, Canadian firms can take the* $535 (U.S.) *and exchange it, as of* Feb. 19, *for* $746.50 (*Canadian*).

On the other hand, the per-ton cost is a delivered price, observers noted, which means that a U.S. mill that is in proximity to its customers has some advantage over Canadian manufacturers in shipping expenses.

Despite all the attention given to the Canadian/U.S. exchange rate, John M. Duncanson, newsprint analyst with McLeon Young Weir Ltd of Toronto, said the key to future newsprint prices lies in other currency exchange rates. Said Duncanson: "The main question is: 'Is the U.S. dollar going to continue to weaken against some of the European currencies?'"

During the past two years, the strong American dollar has made the United States an attractive market for newsprint produced outside North America, he pointed out. In 1985, about 3 percent of the newsprint consumed in the United States was imported from Scandinavia and other overseas suppliers; it was offered to publishers at less than the North American list price, Duncanson said.

But the position of the U.S. dollar has declined in many world money markets, Duncanson said. For example, in mid-1985, $1 fetched 9 Swedish kronor. In mid-February, $1 was worth only 7.4 kronor. "You are going to start to see imports from outside North America begin to taper off," he said.

At the same time, Duncanson predicted Canadian shipments overseas will pick up.

Historically, Canada has exported about 20 percent of its newsprint overseas. Last year, the Canadian dollar was rather strong relative to some key world currencies, and this depressed the country's overseas exports, which declined to 14 percent.

If U.S. imports from overseas taper off, and if Canadian overseas exports pick up, "I think it sets the stage for upward movement in the U.S. list price," Duncanson said.

A higher list price would "fuel a whole new round of plant upgrading and machine upgrading," he noted.

But another Canadian analyst observed that "the need for a price increase doesn't bring about a price increase."

Just because some Canadian mills are losing money and "badly" need a price increase does not mean one will be forthcoming, said Ross Hay-Roe, publisher of Hay-Roe's PaperTree Letter in Vancouver, British Columbia. He believes prices will not rise in 1986 because supplies will continue to be ample.

However, Hay-Roe cautioned, newsprint producers' profitability is "very, very low, particularly compared to publishers' profitability.

"And if they are going to supply the quantity of newsprint (publishers) are going to need and the quality (publishers) are increasingly demanding, they are going to have to spend money on their mills. Without an improved profit position, it's hard to see where the money is going to come from," he said.

—Margaret Genovese

Contracts expire at 13 newsprint mills this year in the United States and Canada

Labor contracts involving the major unions representing pulp and paper workers will expire at five Canadian and eight U.S. newsprint mills this year. They had an estimated capacity of about 3.9 million metric tons in 1985 — 25.7 percent of the combined Canadian and U.S. total of 15.1 million tons.

After 1986 the number of newsprint mills with expiring contracts will jump to 42 in 1987 but drop to three each in 1988 and 1989, according to a compilation by ANPA's Newsprint and Transportation Department (presstime, Jan. 1984, p. 45).

Not listed in the U.S. chart are North Pacific Paper Co.'s Longview, Wash., mill, Bear Island Paper Co.'s Doswell, Va., mill, and Southeast Paper Manufacturing Co.'s Dublin, Ga., mill. Pulp and paper workers there are not represented by any union.

UNITED STATES

Company	Location	Union[1]	Contract expiration date
	1986		
Garden State Paper Co. Inc.	Pomona, Calif.	UPIU	April 30
Manistique Papers Inc.	Manistique, Mich.	UPIU	June 15
Champion International Corp.	Lufkin, Texas	UPIU	June 30
Augusta Newsprint Co.	Augusta, Ga.	UPIU	July 27
U.S. Pulp and Newsprint (Kimberly Clark)	Coosa Pines, Ala.	UPIU	Sept. 14
FCS Paper Corp.	Alsip, Ill.	UPIU	Oct. 29
Catawba Newsprint Co. (Bowater)	Catawba, S.C.	UPIU	Oct. 30
Champion International Corp.	Sheldon, Texas	UPIU	Dec. 31
	1987		
Southwest Forest Industries	Snowflake, Ariz.	UPIU	Feb. 28
Inland Empire Paper Co.	Millwood, Wash.	UPIU	May 31
Boise Cascade Corp.	Steilacoom, Wash.	AWPPW	May 31
Bowater Southern Paper Co.	Calhoun, Tenn.	UPIU	July 2
Great Northern Paper Co.	East Millinocket, Maine	UPIU	July 31
Garden State Paper Co. Inc.	Garfield, N.J.	UPIU	Sept. 30
	1988		
Publishers Paper Co.	Oregon City, Ore.	AWPPW	March 15
Publishers Paper Co.	Newberg, Ore.	AWPPW	April 1
	1989		
Boise Southern Co.	DeRidder, La.	UPIU	Feb. 14
Crown Zellerbach Corp.	Wauna, Ore.	UPIU	March 31
Crown Zellerbach Corp.	Port Angeles, Wash.	AWPPW	May 31

[1] AWPPW — Association of Western Pulp & Paper Workers
[2] Local 1073
[3] Local 185
CNTU — Confederation of National Trade Unions
CPU — Canadian Paperworkers Union
PPWC — Pulp, Paper & Woodworkers of Canada
UPIU — United Paperworkers International Union
Source: ANPA, American Paper Institute

CANADA

Company	Location	Union[1]	Contract expiration date
	1986		
British Columbia Forest Products Ltd.	Crofton, British Columbia	CPU, PPWC	June 30
Crown Forest Industries Ltd.	Campbell River, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Port Alberni, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Powell River, British Columbia	CPU	June 30
Rothesay Paper Ltd.	St. John, New Brunswick[2]	CPU	Dec. 31
	1987		
Abitibi-Price Inc.	Beaupre, Quebec	CPU	April 30
Abitibi-Price Inc.	Iroquois Falls, Ontario	CPU	April 30
Abitibi-Price Inc.	Pine Falls, Manitoba	UPIU	April 30
Abitibi-Price Inc.	Stephenville, Newfoundland	CPU	April 30
Abitibi-Price Inc. (Fort William Division)	Thunder Bay, Ontario	CPU	April 30
Abitibi-Price Inc. (Thunder Bay Division)	Thunder Bay, Ontario	CPU, UPIU	April 30
Boise Cascade Canada Ltd. (Kenora Paper Division)	Kenora, Ontario	CPU, UPIU	April 30
Bowater Mersey Paper Co. Ltd.	Liverpool, Nova Scotia	CPU	April 30
CIP Inc.	Gatineau, Quebec	CPU	April 30
CIP Inc.	Trois-Rivieres, Quebec	CPU	April 30
Consolidated Bathurst Inc. (Laurentide Division)	Grand Mere, Quebec	CPU	April 30
Consolidated Bathurst Inc. (Port Alfred Division)	La Baie, Quebec	CNTU	April 30
Consolidated Bathurst Inc. (Belgo Division)	Shawinigan, Quebec	CPU	April 30
Consolidated Bathurst Inc. (Wayagamack Division)	Trois-Rivieres, Quebec	CPU	April 30
Domtar Inc.	Dolbeau, Quebec	CPU	April 30
Domtar Inc.	Donnacona, Quebec	CNTU	April 30
Domtar Packaging Group	Red Rock, Ontario	CPU	April 30
Donohue Inc.	Clermont, Quebec	CNTU	April 30
Donohue Normick Inc.	Amos, Quebec	CPU	April 30
Gaspesia Pulp & Paper Ltd. (Abitibi-Price)	Chandler, Quebec	CPU	April 30
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario	CPU	April 30
James MacLaren Industries Inc.	Masson, Quebec	CPU	April 30
Kruger Inc.	Trois-Rivieres, Quebec	CPU	April 30
NBIP Ltd. (CIP)	Dalhousie, New Brunswick	CPU	April 30
Ontario Paper Co. Ltd.	Thorold, Ontario	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Alma, Quebec	CNTU	April 30
Price Co. Ltd. (Abitibi-Price)	Grand Falls, Newfoundland	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Kenogami, Quebec	CNTU	April 30
Quebec North Shore Paper Co. (Ontario Paper)	Baie Comeau, Quebec	CPU	April 30
Reed Inc.	Quebec, P.Q.	CPU	April 30
Spruce Falls Power & Paper Co. Ltd.	Kapuskasing, Ontario	CPU	April 30
Kruger Inc.	Bromptonville, Quebec	CNTU	May 31
Stora Forest Industries	Point Tupper, Nova Scotia	CPU	May 31
Rothesay Paper Ltd.	St. John, New Brunswick[3]	CPU	June 30
St. Raymond Paper 1983 Inc.	St. Raymond, Quebec	CNTU	Oct. 2
F.F. Soucy Inc.	Riviere-du-Loup, Quebec	CPU	Dec. 31
	1988		
Corner Brook Pulp & Paper Co. (Kruger)	Corner Brook, Newfoundland	CPU	May 31

January's statistics delayed

Newsprint statistics for January were not available at press time. They will be published in the April issue.

Video-to-print technology nears newspapers' doorsteps

At least four firms have developed machines that produce prints from a video source, and this has led to predictions that the technology is well on its way to widespread application in the newspaper business.

"Nobody is saying that the technology is perfect" at this time, said William D. Rinehart, ANPA vice president/technical. "However, it shows promise, and we expect it to be in use in many newspapers in about two to three years."

One of the video printers—the Sony Mavigraph—was tested for a two-week period in February by ANPA researchers at The Newspaper Center in Reston, Va.

The Mavigraph, which in three minutes can turn a video image into a full-color or black-and-white print with relatively high resolution, will be available for purchase this spring, company officials said.

Slightly larger than a typical desk-top copying machine, the Mavigraph costs $15,000, according to Damon E. Roach, district manager for video communications of Sony Communications Products Co. This price includes a laminator that provides a glossy finish for the picture and preserves it.

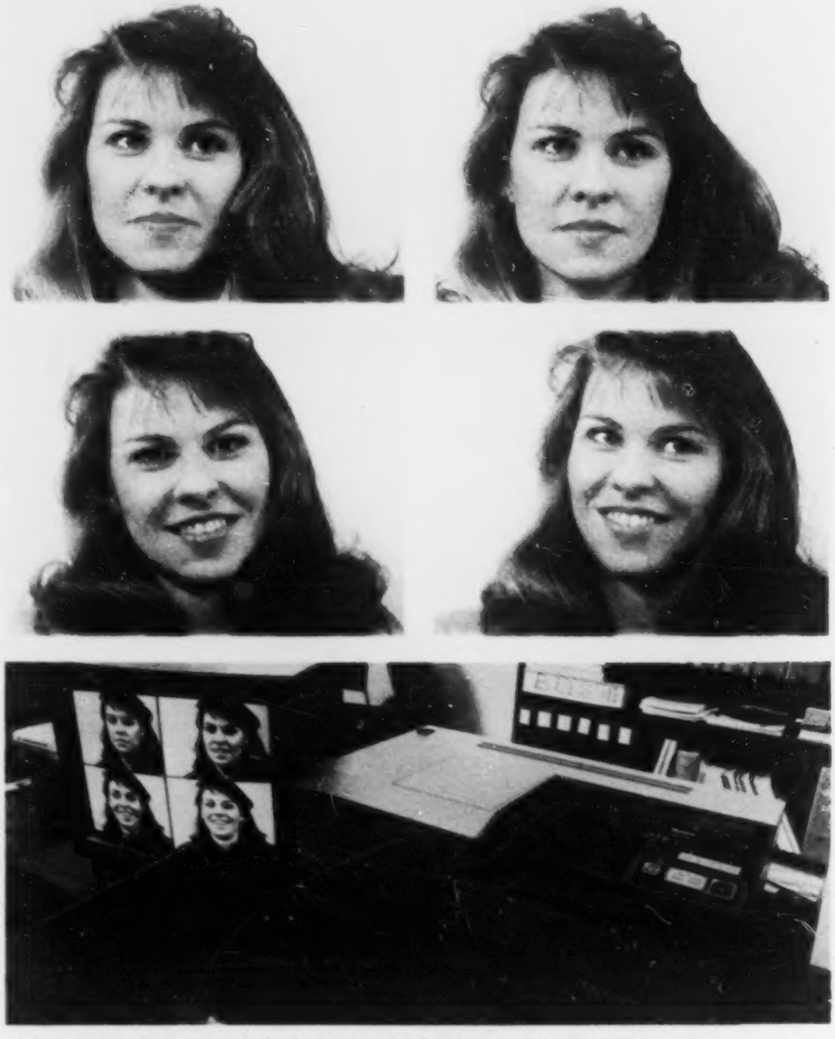
John W. Iobst, ANPA research manager/computer applications, said such a system could facilitate on-deadline photography at newspapers by eliminating darkroom work. A photographer could shoot a scene with a video camera and, using a modem, send the electronic images of the photos back to the newspaper's Mavigraph via a phone line. Editors could then view the videotape on a video monitor, freeze frames as desired, and get a print by pushing a button.

The technology could be of particular benefit to small- and medium-size newspapers because it is a relatively inexpensive way to get into electronic photography, said the Association's director/technical research, George Cashau.

While initial picture quality of the Mavigraph and other video-to-print systems is not as good as that of most conventional still photography, improvements are expected in the future.

"There is no question that in the immediate years ahead, conventional color photography and conventional means of making color separations will be superior to the developing TV technology," ANPA's Rinehart said. "However, in time to come, with future developments of high-definition television, it is expected that the TV technology will prove more than adequate for color printing on conventional newsprint."

He and other experts said that, in time, machines employing video-to-print technology probably will produce color separations, too. Such a development would be a boon for newspapers because of time savings that would be achieved, they noted. A more immediate improvement Sony is planning will make it possible for multiple frames to be stored within the Mavigraph simultaneously. Currently, it can



© David Rambo

Video monitor shows image before it is printed in full color (top) by the desk-top-size Sony Mavigraph, one of several machines that have been developed with similar capability.

store only one 4⅝-by-6-inch photographic image in its 7.6 megabytes of internal memory, but that image can be broken into quadrants to display four separate video frames.

Rinehart said video-to-print technology in general is being developed and used by industries other than the newspaper business, chiefly the medical profession. "It is expected that some developments [in medicine] will spin off to newspapers, and vice versa," he said.

> *"We expect (this technology) to be in use in many newspapers in about two to three years."*

Sony's Roach said the Mavigraph is expected to have numerous uses in journalism, medicine and other fields primarily because it will accept images from sources other than video cameras, including broadcast TV news, optical disks, personal computers and medical equipment such as sonogram machines.

Besides Sony, other companies that are marketing or developing video-to-print systems include:

- Advanced Imaging Devices Inc., whose equipment has been installed at The Record in Bergen, N.J., and at the Times-Tribune in Palo Alto, Calif. [presstime, Dec. 1985, p. 54]. Both newspapers have successfully captured news photographs from television broadcasts for publishing in the paper.
- Hell Graphic Systems
- Matsushita Graphics of Japan.

Someday, large newspapers likely will transmit electronic photography from the field to the home office by using vans equipped with microwave relays, Rinehart said, while smaller newspapers probably will continue to depend on telephone hookups.

Rinehart also predicted that electronic photography will dovetail with newspaper pagination. Photographers will send their photos directly to editors who will then work with the pictures on a screen electronically. Conventional photographic prints would be bypassed. ☐

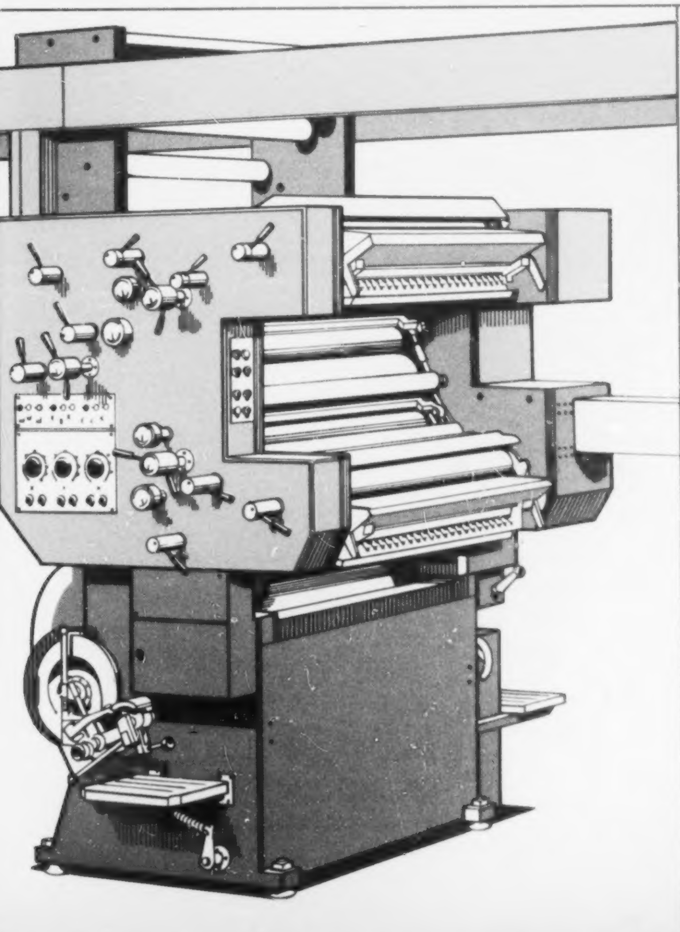
Kodak again sponsoring color printing contest

Deadline is April 7 for newspapers to enter the 1986 "Run for the Money" color reproduction contest sponsored by Eastman Kodak Co. Winners will be announced and on display at the ANPA Operations Management Conference & Exposition in Atlanta June 21-25.

Kodak provides entrants a 35mm slide, negative or print that must be run in a regular edition. For more information, contact "Run for the Money," P.O. Box 10476, Rochester, N.Y. 14610; (800) 448-3400, ext. 206. ☐

New users group

An organizational meeting will be held late this month for a newspaper computer and electronics hardware users group called "NEWHUG." The group plans to maintain an electronic, dial-up database that would tell newspapers where to get spare parts. For information, contact Jack F. Fidiam of The Washington Post at (202) 334-5026. ☐



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For sale: five Solna News King printing units, one KJ-8 folder with quarter folder, upper former, 100-horse power motor, five rolls/stands with remote side-lay and tension controls; 20,000 impressions per hour. Contact James E. Aycock, publisher, Black Mountain News, Black Mountain, N.C. 28711; (704) 669-8727.

For sale: LogE LD18 film processor; Goss Urbanite press parts—eight roll shafts with chucks, brake assemblies and shoes, one folder drive shaft with sprocket, chain, guard and 100-horse power motor sprocket; two tying machines—Saxmayer model 59 SRA serial number 1881, and Bunn package tier serial number 13974. Also, Compugraphic model 29[illegible]1 typesetter with spare parts kit. Contact Victor Tardue, production manager, Daily Hampshire Gazette, Northampton, Mass. 01061; (413) 584-5000.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

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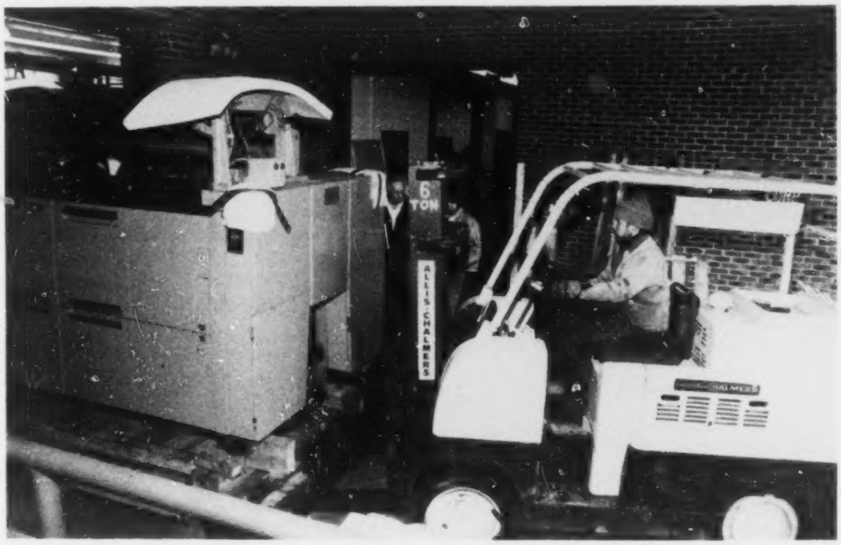

A double-width TKS-USA press unit to be converted for flexography is moved into ANPA's pressroom in Reston, Va. TKS-USA donated the $750,000 unit for research.

TECHNOLOGY NOTES

- Cary Co. Inc., which manufactures flying pasters and converts non-heat-set offset presses to heat-set offset, has been **acquired** by Zerand Corp., a supplier of rotogravure and flexographic printing presses for the carton industry.

Cary will operate under the name of Cary Design Inc. and will be based in New Berlin, Wis.

- Itek Graphic and Composition Systems Division of Litton Industries has been sold to a new company, Itek Graphic Corp., in a **leveraged buyout**.

R. Patrick Forster, former division president who became chairman and president of the new firm, said Itek will continue to make "necessary investments" in research and development, manufacturing and marketing "to capitalize on the growth strategies now being implemented in each of our product areas."

- Hell Graphic Systems Inc. has **relocated** its corporate headquarters from Hauppauage, N.Y., to another community on Long Island—Port Washington. The new 220,000-square-foot facility there also houses the company's New York sales and service office previously located in nearby Great Neck, N.Y.

About 280 of Hell Graphic's 450-member U.S. workforce are situated at the new site.

TECHNOLOGY CALENDAR

- **Graph Expo West**, the biennial graphic arts show, will be March 1-4 at the Los Angeles Convention Center.
- The **Collier-Jackson Users Group** will meet March 1-4 at The Lincoln Hotel in Tampa.
- The Southern Newspaper Publishers Association will hold its **1986 Production Conference** March 9-11 at the Radisson Hotel in Orlando.
- The sixth annual **Seybold Seminars** on electronic publishing systems will be March 9-14 at the Beverly Hilton Hotel in Los Angeles.
- The Pennsylvania Newspaper Publishers Association will hold its **America•East Newspaper Operations Conference** March 12-14 at the Hershey (Pa.) Lodge and Convention Center.
- ANPA's **Pressroom Options III** symposium will be March 18-19 at the Hyatt Regency O'Hare near Chicago.
- The **Atex Commercial Users Group** will meet March 23-26 at the Westin Hotel in Washington, D.C.
- **DRUPA '86**, the international graphic arts show, will be May 2-15 in Duesseldorf, West Germany.

ANPA Calendar

MARCH

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Hyatt Regency Austin, March 3-5

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 5-6

ANPA Executive Committee meeting
Madison Hotel, Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Hyatt Regency Washington on Capitol Hill, March 6-7

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 10-14

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 16-19

ANPA Pressroom Options III Symposium
Hyatt Regency O'Hare, Chicago, March 17-19

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., March 17-21

ANPA Foundation Newspaper in Education Committee meeting
Los Angeles Hilton, March 18

ANPA Foundation Newspaper in Education Conference
Los Angeles Hilton, March 19-21

ANPA Legal Affairs Committee meeting
The New York Times, New York City, March 20

ANPA/American Bar Association Task Force meeting
New York Marriott Marquis, March 20

ANPA/ABA Task Force Libel Symposium
New York City, March 21

Strategic Planning Seminar sponsored by ANPA and INPA
The Houstonian, Houston, March 23-27

APRIL

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., April 7-11

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., April 7-11

ANPA pre-Convention Board of Directors and Foundation Trustees meetings
Silverado Hotel, Napa Valley, Calif., April 18-19

ANPA Foundation-AEJMC Cooperative Committee on Journalism Education meeting
Fairmont Hotel, San Francisco, April 19

ANPA Human Resources Committee meeting
Fairmont Hotel, San Francisco, April 20

ANPA Annual Convention
Fairmont Hotel, San Francisco, April 21-23

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., April 21-25

ANPA Board of Directors and Foundation Trustees post-Convention organizational meetings
Fairmont Hotel, San Francisco, April 23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, April 28-30

MAY

ANPA Management Development Workshop
Omni International Hotel, Norfolk, Va., May 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 5-9

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., May 19-23

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Minorities task force makes headway in key areas

The industry-wide Task Force on Minorities in the Newspaper Business moved into high gear in February, with progress reported on many fronts.

Formed one year ago, the task force is composed of representatives of 29 major organizations that have made a commitment to increase minority employment in all newspaper departments [presstime, Sept. 1985, p. 59]. At the Jan. 30 meeting at The Newspaper Center in Reston, Va., organizations discussed programs to carry out the priorities of the task force:

- **Recruitment and training.** ANPA Foundation has prepared a manual—*Recruiting and Retaining Newspaper Minority Employees: How To Do It*—and will be distributing copies this spring to all member-newspapers as well as to members of all the organizations participating in the task force. With the manual will be other materials aimed at helping a newspaper develop a tailor-made program.

- **Training executives.** The American Press Institute May 18-19 will sponsor a seminar for 35 top executives to assist them in developing programs and techniques for expanding minority opportunities at their newspapers. The seminar is being held in cooperation with ANPA Foundation and the task force.

API Director Frank Quine said the seminar will stress the role of the chief executive officer in defining the corporate culture of the newspaper company, establishing policies on minority hiring and promotion, and managing of multi-cultural staff. The seminar will also help build an awareness of the resources offered by major minority organizations and those developed throughout the newspaper business.

- **Association programs.** The International Circulation Managers Association announced the results of its membership poll on minority employment at all job levels.

Booker T. Izell, chairman of ICMA's Minorities Committee and bulk distribution director at the Atlanta Journal and Constitution, said the report showed minorities hold 15 percent of the jobs in circulation and 11 percent in circulation management. But 55 percent of the newspapers responding to the survey said they had no minorities working in circulation, and 40 percent said they had no affirmative action program. The sample was based on 204 responses to a questionnaire sent to 729 ICMA newspaper members in August.

The International Newspaper Promotion Association discussed its development of an overall marketing plan to get the task force's message across to both newspapers and the general public.

Charles V. Pittman, promotion director of the Daily Times and Morning News in Erie, Pa., said the INPA plan could include ads in newspapers and trade journals, logos for papers to use indicating equal opportunity employment, and videotaped programs.

- **Job fairs.** Plans are under way for the task force to hold a major industry-wide job fair in conjunction with one tentatively scheduled by the American Society of Newspaper Editors for October in Louisville. In addition to ANPA Foundation, participants include the International Newspaper Advertising and Marketing Executives, Newspaper Personnel Relations Association, International Newspaper Finance Executives, INPA and ICMA.

- **Promoting newspapers as career opportunities.** The task force decided to focus on educational programs at the secondary school level and cooperative programs with colleges, but no specific programs have been developed so far. George J. Lockwood, managing editor/features of The Milwaukee Journal and president of the Inland Daily Press Association, will be in charge of this effort.

"The important thing is that ANPA has raised the issue," said Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co., one of the two task force vice chairmen. "We're now involved and we're going to stay involved," said Brumback, an ANPA director. "We're not going to hog the show, but we're going to try to assist and coordinate the work of organizations that have been in it for several years."

Although he said he was "delighted" with progress in the first year, newly elected task force chairman Loren Ghiglione also warned that "so much remains to be done."

"We need and expect leadership not lip service, commitment not commiseration, from the nation's newspapers and their trade associations. If we get that leadership and commitment, some day soon there will be no need for the task force. I welcome that day," said Ghiglione, publisher of The Bristol (Conn.) Press, who

Dickerson-Jones (left), Quine and ANPA Foundation's Judith D. Hines plan May 18-19 seminar.

has been chairman of ASNE's Minorities Committee for the past two years. "In the meantime, though, every newspaper and every newspaper organization has to do a lot more than it is now doing."

After the task force meeting, ANPA Foundation announced the appointment of Terri Dickerson-Jones as Minority Projects Coordinator. In addition to her duties for the Foundation, she will assist the industry-wide task force.

Dickerson-Jones, who holds a B.S. degree in education from the University of Virginia, was formerly a program manager with the National Abortion Rights Action League in Washington, D.C.

The Foundation had previously announced the allocation of $500,000 to fulfill its "mission" to enhance minority opportunities with newspapers.

In the first change to its mission statement in 22 years, the Foundation added the goal of enhancing minority job opportunities. —*Marcia Ruth*

12 newspaper employees awarded minority fellowships

Twelve newspaper employees have been awarded ANPA Foundation minority fellowships for the first half of this year.

The fellowships are aimed at widening minorities' avenues into newspaper management. They cover expenses for travel, accommodations and registration fees for attendance at training seminars sponsored by ANPA and other newspaper organizations [presstime, Sept. 1985, p. 60].

The Foundation has awarded more than 100 fellowships since the program began in 1981. Winners of the current fellowships were selected from more than 100 applicants. They and the training sessions they will attend are:

- Joseph M. Lewis, evening and Sunday city home delivery manager, The Evening Sun, Baltimore; and Stan Yoshida, state circulation manager, Reno (Nev.) Gazette-Journal—Managing People in the Circulation Department Workshop, sponsored by ANPA, International Circulation Managers Association and Newspaper Personnel Relations Association, Austin, March 3-5.
- Jeanne A. Fox-Alston, graphics planner Metro section, The Washington Post—News and Informational Graphics Seminar, The Poynter Institute for Media Studies, St. Petersburg, March 9-15.
- Charles T. Moses, project manager, Newsday, Long Island, N.Y.—Strategic Planning Seminar sponsored by ANPA and International Newspaper Promotion Association, Houston, March 23-27.
- Charles A. Peal, assistant sales manager/retail advertising, Dallas Times Herald—Advertising Executives Seminar, American Press Institute, Reston, Va., March 23-28.
- Randy Hagihara, assistant metro editor, Times-Tribune, Palo Alto, Calif., and Philip Avila, copy editor, The Wall Street Journal—Leadership in the Newsroom Workshop, sponsored by ANPA, American Society of Newspaper Editors and Associated Press Managing Editors, Chicago, April 28-30.
- Billy R. Warren, distribution manager, Houston Chronicle; Benjamin J. Cloud III, press foreman, The Billings (Mont.) Gazette; and Aly Colon, assistant economy editor, The Herald, Everett, Wash.—ANPA Management Development Workshop, Norfolk, Va., May 5-8.
- Harold Burton, head computer coordinator, Newsday, Long Island, N.Y.—Managing Computer Systems Applications Seminar, American Press Institute, Reston, Va., May 11-16.
- Mack Quintana, pre-press manager, San Jose Mercury News—ANPA Labor Relations and Technology Seminar, Atlanta, June 20-21, and ANPA Operations Management Conference & Exposition, Atlanta, June 21-25.

Corrections

Wyoming was inadvertently dropped from the chart of state sales and use taxes affecting newspapers [presstime, Feb. 1986, p. 42]. Wyoming levies no tax on advertising or circulation and exempts newsprint/ink purchases from sales tax. Presstime regrets the omission.

• • •

In an article on the implementation of the 21st Century Comics project [presstime, Feb. 1986, p. 25], the impression was conveyed that the Tulsa World implemented a new feature by following the project, when in fact it was developed independently by the newspaper. Also, the standing feature, which presents a news story in third-grade English on the comics page, appears on Thursday, not Sunday.

Presstime regrets the errors.

News gathering exempted from divestment law

New Jersey's attorney general has ruled that a law barring the state from investing in companies doing business in or with South Africa does not apply to news organizations whose "principal activity" there is "concerned with the gathering of news for dissemination abroad."

"The news organizations play a critical role in the efforts to end apartheid," South Africa's policy of racial segregation, said Irwin I. Kimmelman in his Jan. 10 ruling. "Their absence from South Africa could only seriously undercut such efforts." Kimmelman's term as attorney general ended Jan. 21.

The New York Times Co. and The Times Mirror Co. were among 46 firms on a divestment list compiled before Kimmelman's ruling by the state's Division of Investment [presstime, Nov. 1985, p. 66].

By the time of the ruling, the state had already sold all 60,000 shares of Times Mirror stock in its portfolio. No New York Times Co. stock was sold.

The ruling does not mean the end of the controversy in the state over divestment and media companies, however.

Division Director Roland M. Machold pointed out that the attorney general's opinion refers to companies whose "principal" activity in South Africa is news gathering.

"It's not clear to me what the meaning of 'principal' is," he said. "I understand from the people at The New York Times that they have accepted advertising from South African concerns. While it doesn't appear to be too material, it still might implicate the company."

Machold said he will question all media companies on the division's "approved for purchase" list of potential investments.

The division already planned to send a questionnaire to all companies on that list because, in a separate opinion issued in December, Kimmelman said the division could not use an outside source to determine which companies to include in the investment ban. The division used a directory published by the Investor Responsibility Research Center of Washington, D.C., as the source of its original divestment list.

The attorney general is reviewing the questionnaire. One question is directed at media firms and asks if their principal activity in South Africa is news gathering.

Group-owned dailies: 1,186; independents: 489

BUSINESS ROUND-UP

At the end of 1985, newspaper groups owned an even larger share of U.S. dailies—71 percent, up from 68 percent a year earlier.

But the group-owned papers accounted for a slightly smaller portion of total daily circulation—77 percent versus 78.

The figures come from Lynch, Jones & Ryan, a Washington, D.C., brokerage firm that tracks newspaper companies.

At the end of the year, groups owned 1,186 of the country's dailies, 17 more than a year earlier, Lynch, Jones & Ryan said.

Bruce Thorpe, a media analyst at the firm, said the increase stemmed from conversions to daily publication as well as acquisitions of independently owned papers.

In contrast, the number of dailies owned by groups was the same at the end of 1984 as it had been at the end of 1983 [presstime, April 1985, p. 11].

However, acquisitions alone do not account for the drop in the number of independently owned U.S. dailies in 1985. The ranks of those newspapers shrank by 54 to 489. Other reasons for the drop include newspapers' deaths and switches to non-daily publication.

Regarding groups' slightly smaller share of daily circulation, Thorpe said factors included higher circulation prices that cut some group-owned newspapers' sales, closings, mergers, and the dropping of certain editions.

Lynch, Jones & Ryan also reported a net increase of one last year in the number of groups—defined as ownership of two or more dailies—to 156. This reflects group purchases of established groups [such as the Register and Tribune Co. of Des Moines by Gannett Co.], as well as the creation of new ones.

In more recent newspaper-business activity:

- The Times Mirror Co. has raised defenses against an unfriendly takeover. Shareholders Feb. 12 approved the company's reincorporation in Delaware in a move that includes staggered terms for directors, a fair-price provision and a requirement that "a supermajority vote" of shareholders—including a minimum 80 percent of outstanding common shares—approve certain mergers. The reincorporation was expected to be completed in late February.

- Lee Enterprises Inc. has chosen another defense against a hostile buyer. Shareholders Jan. 31 approved creation of a new class of stock that will eliminate potential for an unfriendly takeover, said Dick Galligan, Lee's controller.

The new B stock will have 10 votes per share and limited transferability. To sell the shares on the open market, a holder of B shares must convert them on a 1-for-1 basis into common stock.

Galligan said the B stock will be issued this month to stockholders of record Feb. 10. While the new stock provides a defense, Lee is not the target of a takeover attempt, he said.

- In a different move that also gives existing owners ironclad control, Landmark Communications Inc. and TeleCable Corp. repurchased 39 percent of their stock. The price was not disclosed.

Frank Batten, chairman of both companies, said he, his family and other company executives now own more than 90 percent of the stock. Batten said the purchases "ensure that Landmark and TeleCable will remain privately owned companies."

TeleCable, formerly a Landmark subsidiary, became an independent company in 1984. Landmark's properties include dailies, non-dailies, a cable-TV network and an interest in several magazines.

- The St. Louis Globe-Democrat began publication as scheduled Jan. 27 after a seven-week lapse [presstime, Feb. 1986, p. 60]. A spokeswoman said in late February the paper is averaging 40 to 44 pages a day with ad content of 25 to 30 percent.

- While the Globe-Democrat begins life anew, its former publisher and owner, Jeffrey M. Gluck, is planning to start a p.m. tabloid in St. Louis. Gluck was forced to quit as the Globe-Democrat's publisher after the newspaper declared bankruptcy.

The new tabloid to debut in late March will be called the St. Louis News, Gluck said. He is president of the company planning the venture, and the newspaper's publisher will be a former marketing executive of a St. Louis department store.

- The hunt was on in February for a buyer for the Colorado Springs Sun that would continue to publish the newspaper. The U.S. Department of Justice said the paper's owner, Oklahoma Publishing Co., had agreed to search for such a buyer.

In January, Freedom Newspapers Inc., which runs the rival Colorado Springs Gazette Telegraph, announced it would buy and then close the Sun. Justice said it would not oppose the sale if no bona fide potential buyer emerged by March 1.

- Daily circulation of The Columbus (Ohio) Dispatch has jumped about 27 percent since Jan. 1, when it became a morning newspaper and the Columbus Citizen-Journal folded.

Between Dec. 31 and mid-February, the Dispatch's circulation rose about 54,000 to an estimated 254,000, according to Richard M. Franks, executive vice president.

Franks estimated that 40 percent of Citizen-Journal subscribers were not getting the Dispatch, giving the surviving paper a potential windfall of about 44,000 new subscribers. The switch to morning publication, new sections and design changes might account for other new buyers, he said. *—Barbara J. Friedman*

UPI seeks extension of deadline for reorganization

Federal Bankruptcy Judge George F. Bason in late February was considering a United Press International request to extend by three months the time in which it has an exclusive right to file a reorganization plan for the wire service.

The plan, to be approved by creditors, would specify details of the planned acquisition of UPI by Mexican publisher Mario Vázquez-Raña and Houston businessman Joe Russo. The sale already has been approved tentatively by Bason.

Existing deadline for filing a reorganization plan is March 31, and UPI, saying it needs more time, wants it set back to June 30 [presstime, Feb. 1986, p. 61].

In a separate action, a U.S. District judge in Washington rejected efforts of UPI owners Douglas F. Ruhe and William E. Geissler and a competing bidder for UPI, Financial News Network, to gain the right to file a reorganization plan of their own. □

FOI Day March 16

Freedom of Information Day will be observed again this year on March 16, birthday of James Madison, principal architect of the First Amendment. The Society of Professional Journalists, Sigma Delta Chi, is urging all news organizations to participate in the observance.

Knoxville papers to change cycles

Knoxville's two daily newspapers will change publishing schedules July 1 under a new, 20-year joint operating arrangement negotiated between Gannett Co. and Scripps Howard.

Scripps Howard's The Knoxville News-Sentinel (evening, circulation 92,767) will switch to morning publication while Gannett's The Knoxville Journal (morning, 59,812) will get the afternoon slot. Both newspapers will continue publishing Saturday mornings, and the News-Sentinel will continue to have the only Sunday edition.

The two papers have been operating under a JOA since 1957. Last September, Scripps Howard informed Gannett it would not renew the agreement, due to expire in 1987, unless it was renegotiated [presstime, Aug. 1985, p. 16.] Under the arrangement, Scripps' News Sentinel performs business, advertising, circulation and production functions for Gannett's Journal. The new contract runs to Dec. 31, 2005.

Ironically, Scripps Howard closed its morning paper in Columbus, Ohio, in December after its JOA partner in that city, The Columbus Dispatch, refused to renew their agreement. The Dispatch had been the business, advertising, circulation and production agent for Scripps Howard's Columbus Citizen-Journal. On Jan. 1, The Dispatch switched to morning publication.

Meanwhile, Gannett and Scripps Howard extended the JOA between their newspapers in El Paso until Dec. 31, 2015. Under that arrangement, Gannett's morning daily, The El Paso Times, serves as the agent for Scripps Howard's afternoon El Paso Herald-Post.

3 more dailies convert to a.m.

Three more afternoon newspapers have converted to morning publication, bringing to 25 the number that have made the conversion since the beginning of 1984.

Converts not previously listed in presstime [Nov. 1985, p. 44] include:

- The Daily Advertiser (circulation 31,818) of Lafayette, La., Oct. 1
- Visalia (Calif.) Times-Delta (circulation 19,982), Sept. 16
- Southern Illinoisan of Carbondale, Ill., (circulation 28,906), Sept. 28.

Afternoon papers also disappeared recently in Greensboro, N.C., and Chicago.

The Greensboro Daily News & Record (circulation 111,440) published its final afternoon edition Feb. 7. The newspaper now publishes four morning editions.

The Chicago Sun-Times ended its two p.m. "red streak" editions Jan. 31, leaving Chicago without an afternoon daily. The Chicago Tribune published its last afternoon edition last summer.

However, about the same time the p.m edition of the Tribune was suspended, the Las Vegas Sun (circulation 56,264) added one for street sales.

Recent acquisitions

Ingersoll Publications of Lakeville, Conn., acquired the Daily Local News, West Chester, Pa., circulation 38,356.

The Woodward (Okla.) News acquired the Woodward Daily Press, circulation 5,424.

Copley Newspapers of La Jolla, Calif., acquired the Lincoln (Ill.) Daily Courier, circulation 6,820.

Small Newspaper Group of Kankakee, Ill., acquired the Rock Island (Ill.) Argus, daily circulation 18,336.

Donrey Media Group of Fort Smith, Ark., is acquiring the Clinton (Iowa) Herald, daily circulation 20,576.

Garden State Newspapers of Woodbury, N.J., is acquiring from Hagadone Newspapers of Coeur d'Alene, Idaho, The Daily Journal, Elizabeth, N.J., circulation 34,395.

Press associations: changes in command

The **Washington Journalism Center**, at its annual meeting Nov. 26 in Washington, D.C., elected the following new officers for its board of trustees:

- *Chairman*—Charles W. Bailey, National Public Radio, Washington, D.C.
- *Vice Chairman*—Jerry W. Friedheim, ANPA, Reston, Va.

Letters

Quoted accurately

I commend [Clark Newsom] for another fine job in your "Executive Contracts" article [January]. I'm pleased to be of any assistance I can to you when you're researching an article because I know I'm going to be quoted accurately and fairly.

Keep up the good work.

Michael A. Walker
Youngs, Walker & Co.
Inverness, Ill.

Recommended reading

Thank you for the excellent article "Newspaper Technology: Reflections and Projections" in the January presstime.

Bill Rinehart told our newspaper technology story so completely and neatly, it has become recommended reading to many of our staffers. It must have been painful to edit it down so tightly, but he did it beautifully.

Thank you for this useful contribution to an always interesting publication.

Stephen W. Ryder
Vice President
Ottaway Newspapers Inc
Medford, Ore.

Choosing daily or weekly

Congratulations to presstime and Barbara Friedman, the writer, on your special report in December: "Daily or Weekly?" It's a story that needed to be put together and presented the way you did.

Smart people like Bill Strasburg are making the move back to non-daily while other smart ones like John Finn are grooming non-dailies to become dailies. Both are right. Both are basing their decisions on the right reasons: the market, the niche and the competition.

John S. Prescott
President
Whitney Communications Co.
Publications Group
New York, N.Y.

Postal issues synopsis

I thought that the Postal Service Special Report in the January 1986 presstime was absolutely first-rate. It's nice to have a good working synopsis of all of the pending issues.

P. Cameron DeVore
Davis, Wright, Todd, Riese & Jones
Seattle, Wash.

Curley, Hardy, Hladky to be nominated

Three new ANPA directors will be elected at the Association's annual business meeting April 22 during the ANPA Convention in San Francisco.

The Nominating Committee, chaired by past ANPA Chairman and President William C. Marcil, will—with the approval of the Board of Directors—nominate the following newspaper executives for two-year terms as new directors:

- John J. Curley, president and chief operating officer of Gannett Co., Arlington, Va. He is past president of the New Jersey and Washington, D.C., chapters of the Society of Professional Journalists, Sigma Delta Chi and a past chairman of the Washington Journalism Center Board of Trustees. A member of the board of Dickinson College in Carlisle, Pa., he received a bachelor's degree from Dickinson and a master's in journalism from Columbia University in New York City.
- Sandra C. Hardy, vice president of Calkins Newspapers of Levittown, Pa., which publishes six daily newspapers in Pennsylvania, New Jersey and Florida. A member of the ANPA Postal Committee since 1982, she became its chairman last year. She received a bachelor's degree from Penn State University and did graduate work at the University of Florida and at Drexel University in Philadelphia.
- J.F. (Joe) Hladky III, president and publisher of The Gazette Co. of Cedar Rapids, Iowa. A member of the Iowa Newspaper Foundation Board of Directors, he is a past member of the United Press International Advisory Board, past chairman of the Production Committee of Inland Daily Press Association and past vice president of the Harris 2500 User's Group. He has been a member of the ANPA Technical Committee since 1984. Hladky earned a bachelor's degree from the University of Iowa.

John J. Curley

Sandra C. Hardy

J.F. (Joe) Hladky III

In addition to the nomination of these three new directors, the committee will nominate 10 directors for re-election to two-year terms. They are: Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York City; Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co.; Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Edward W. Estlow, chairman of the executive committee of Scripps Howard, Denver; Jacques G. Francoeur, president of UniMedia Inc., Montreal; Edwin L. Heminger, editor and publisher of The Courier, Findlay, Ohio; Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican; John G. Montgomery, publisher of Montgomery Publications Inc., Junction City, Kan.; and James M. Moroney Jr., chairman and chief executive officer of the A.H. Belo Corp., Dallas.

The terms of four directors do not expire this year. They are: Charles M. Meredith III, publisher of The Free Press, Quakertown, Pa.; Donald E. Newhouse, president and general manager of The Star-Ledger, Newark, N.J.; Charles S. Rowe, editor and co-publisher of The Free Lance-Star, Fredericksburg, Va.; and Lloyd G. Schermer, president and chief executive officer of Lee Enterprises Inc., Davenport, Iowa.

The customary tenure for directors is four consecutive two-year terms, which may be extended for those who are elected officers. Three directors who have reached or exceeded that limit and will be retiring from the Board at the Convention are Marcil, president and publisher of The Forum, Fargo, N.D.; Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., La Jolla, Calif.; and K. Prescott Low, president and publisher of The Patriot Ledger, Quincy, Mass.

Richard J.V. Johnson, president of the Houston Chronicle, who will step down as ANPA chairman and president at the Convention, will continue on the Board for another year and will serve as chairman of the Nominating Committee.

Making up the final four members of the 22-member Board are four current Board members who will be nominated at the April meeting for election to one-year terms as Association officers. They are: for chairman and president—Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Newspapers Inc., Miami; for vice chairman—George W. Wilson, publisher, Concord (N.H.) Monitor; for secretary—Arthur O. Sulzberger, chairman, The New York Times Co., and publisher, The New York Times; and for treasurer—William H. Cowles 3rd, president and publisher, The Spokesman-Review and Spokane Chronicle [presstime, Jan. 1986, p. 66]. ☐

McLendon, Nguyen join technical research staff

Two new employees have joined ANPA's Technical Research Department.

C. Scott McLendon, a chemist, has a bachelor's degree in biology from Virginia Polytechnic Institute and State University. He previously was a laboratory technician-toxicology at National Health Labs in Vienna, Va.

C. Scott McLendon

Nhac Nguyen

Nhac Nguyen, a mechanical engineer, has a master's degree in administrative science from Johns Hopkins University and a bachelor's degree in mechanical engineering from Virginia Tech. Prior to joining ANPA, he worked for R.R. Donnelley & Sons in Lancaster, Pa., as a mechanical engineer. ☐

Board amends ANPA objectives on technology, public policy

The ANPA Board of Directors at its Jan. 22 meeting in Key Largo, Fla., amended one of the implementing objectives for the Association's mission statement.

To the Association's fourth objective, "To assist newspapers in enhancing their operating effectiveness," the directors added the phrase: "particularly in anticipating and understanding future developments in technology and public policy."

The document, as amended, now reads:

ANPA Mission Statement

"To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

ANPA Objectives

- "To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly.
- "To represent the newspaper business in dealings with the government, the courts and others.
- "To assist newspapers in enhancing their operating effectiveness, particularly in anticipating and understanding future developments in technology and public policy.
- "To widely disseminate information to and about the newspaper business.
- "To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business."

The mission and objectives were adopted as part of a strategic-planning process instituted in 1982 [presstime, March 1985, p. 72]. The language in the document was changed once previously.

ANPA Executive Vice President Jerry W. Friedheim invites newspaper executives to express their views on the mission and objectives by writing him at The Newspaper Center in Reston, Va.

Carolyn Ebel to head literacy project

ANPA Foundation has named Carolyn Ebel as literacy project coordinator.

She will be responsible for directing the Foundation's three-year project to get newspapers more involved in fighting illiteracy [presstime, Jan. 1986, p. 56].

Carolyn Ebel

"Carolyn will be creating awareness within the newspaper industry of the literacy problem facing our country," said Linda B. Skover, assistant director of the Foundation. "She will also assist newspapers in implementing local literacy projects, create curricula for the use of the newspaper with non-readers and serve as a clearinghouse for ideas on fostering literacy."

A linguist, teacher and administrator, Ebel holds a doctorate in education from Temple University in Philadelphia, where she also received a master's of education. Both graduate degrees were specifically in the teaching of English as a second language. She earned a bachelor's in French from Wells College in Aurora, N.Y.

For the three years prior to joining ANPA Foundation, Ebel was affiliated with Georgetown University in Washington, D.C.—two years as an assistant professor of English as a second language, and one year as a consultant for a teacher-exchange program.

Ebel also served as executive director of the National Association for Bilingual Education in Washington, D.C., was director of public information strategies for the National Education Association/National Foundation for the Improvement of Education, and administered programs in English as a second language.

New members

Pekin Daily Times

Pekin, Ill. (circulation 17,647). Robert W. Marshall, publisher.

The Daily Review

Alameda Newspapers Inc., which publishes three California dailies: The Daily Review of Hayward, the Fremont Argus and the Livermore Tri-Valley Herald (combined circulation 89,845). J. Allan Meath, president.

Mock libel trial on the docket for Convention

Some of the most dramatic moments at the ANPA Convention April 21-23 in San Francisco are expected to be provided by a mock libel trial.

A partial list of participants includes the California appeals court judge who upheld a multi-million dollar verdict against the publisher of the San Francisco Examiner.

Zerne P. Haning III, a justice on the California Court of Appeal, will play the role of the judge in the hypothetical case. He is known for his decision in *McCoy vs. The Hearst Corp.*, upholding a $4.5-million judgment against Hearst. It is believed to be the largest libel judgment ever upheld on appeal. The California Supreme Court recently accepted the case for review. [See story, p. 43.]

Other participants known at this time are Thomas Winship, former editor of The Boston Globe, who will portray the defendant editor; Jack Nelson, Washington bureau chief for the Los Angeles Times, the defendant reporter; William Lambert, a Pulitzer Prize-winning investigative reporter now retired from The Philadelphia Inquirer, an expert witness for the defense; Samuel E. Klein, a Philadelphia libel defense attorney, and David Boies, the New York City lawyer who defended CBS in the libel case brought by Gen. William C. Westmoreland, co-counsel for the defense; and A. Charles Peruto, a Philadelphia lawyer, the plaintiff's attorney.

According to Convention Arrangements Committee Chairman Joseph F. Barletta, president of the San Francisco Newspaper Agency, other speakers added to the program are: Jonathan Kozol, author of *Illiterate America*, and Robert W. Pittman, president and chief executive officer for MTV Networks Inc.

By late February, registration was "just about where it was this time last year," reported ANPA Senior Vice President Thomas C. Fichter. The 1985 Convention in Miami Beach had 2,170 registrants. All meal events, Fichter added, are "very well subscribed."

For attendees planning to travel to the Convention via United Airlines, United has announced an additional discount. It is now offering 5 percent off any United fare for which a Convention-goer qualifies, including the Ultra Saver. This is generally a better deal than the previously announced offer of a minimum 30-percent reduction in normal coach fares.

over-set

No color here

What's "Black and white. And beautiful all over"? It's the headline used in a recent ad for The Wall Street Journal, featuring a picture of a zebra. However, "black and white" no longer accurately describes the Journal.

Full-color advertisements began appearing Jan. 2 in The Wall Street Journal/Europe. And The Asian Wall Street Journal has been running color ads for about a year.

But don't look for the zebra to change its stripes in the United States. The Journal has no plans to run color ads in its domestic edition, according to spokesman Lawrence A. Armour.

PORTERFIELD BY JOE MARTIN

News America Syndicate

Newspaper numbers

29—number of members of the 99th Congress who list "journalism" as their occupation (21 in the House of Representatives, eight in the Senate).

346—number of U.S. and Canadian ANPA-member plants whose composing room employees are represented by a union (compared with 322 for pressrooms and 130 for mailrooms).

132—number of U.S. cities with two or more dailies (including 80 cities where one company owns both papers and 21 others where dailies are published under a joint operating arrangement).

Joe Oden, St. Paul Pioneer Press and Dispatch

Youth carriers of the St. Paul Pioneer Press and Dispatch march in the King Boreas Grand Day Parade Jan. 25 to help kick off the 100th annual St. Paul Winter Carnival celebration.

Finally, a reason to stop complaining about the price of stamps

Once upon a time, somebody wryly suggested that the U.S. Postal Service cover its losses by selling tiny ads to appear on postage stamps.

Even in this era of "privatization" of the public sector, that does not seem likely. However, something similar to it is planned by a group of enterprising capitalists.

Trumpeted by its founders as "the first *new* advertising medium since television," stamps are the foundation of a new Houston-based business called American Discount Stamps, or ADS.

Scheduled to begin operation in April, the system works like this:

ADS purchases first-class stamps directly from the Postal Service at the going rate—currently, 22 cents apiece. The stamps are then affixed to 2-by-3-inch, self-adhesive advertisements, and the stamp-on-ad combination is then sold to consumers for 17 cents each. The advertiser pays the extra nickel plus a little bit more to give ADS something the Postal Service might like—a profit.

And that's not all: The cut-rate stamps, to be sold to consumers in sets of 10, will come in an envelope with 30 advertiser coupons. With this additional feature, "it is conceivable that people could actually make money buying stamps," says Larry Goldman, president of Goldman & Co., which is handling public relations for ADS.

ADS will probably be sold in 7-Eleven convenience stores in five Western states—California, Washington, Oregon, Nevada and Arizona—beginning in the spring.

Plans call for expansion to markets on the East Coast two months later and to the rest of the country by the end of the year.

If all goes well for the new venture, Ron Brewen, one of three founders of ADS, says his company would become the largest customer of the post office, purchasing about 200 million stamps a month.

Diversity deja vu

In reading a history of the Associated Press, Ohio publisher Edwin L. Heminger was struck by the fact that the newspaper industry's struggle in the 1980s to keep telecommunications carriers from being information providers over their lines was a reincarnation from the 19th century.

According to *AP—The Story of News*, by Oliver Gramling, similar concern led to the news cooperative's founding in 1848.

There were reports, the book says, that the telegraph companies "were secretly toying with the idea of setting up regular subsidiary organizations to gather and transmit news for sale. The dangers were obvious; with no governmental supervision, the telegraph companies could make it virtually impossible for any news but their own to move on limited wire facilities; papers would be forced to surrender the vital function of news gathering, and news itself would be reduced to a purely commercial and unreliable commodity dished up for a price by outsiders on a take-it-or-leave-it basis."

Heminger, editor and publisher of The Courier in Findlay, notes: "It's been a long battle!"

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